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WISN-TV (Milwaukee, WI)

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# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue		Demo	CRATIC SENA	-TORIAL CAM	DPAIGN C	OMMITTEE
Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)		10/0	2/12-11/4	0/12		
	<i>Ç</i> ,				<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	<b>'</b> )	Date:	10/9/12	Q	_
2.	Original contract showing requested time (when available)		Date:	8/13/12	£	_
3.	Updated contracts as order changes.		Date:	9/20/12	<u>A</u>	- 12/g/p. 19/2
4.	Invoice of schedule as actually broadcas including amount of rebates given (exact date, time, class of time and amount			10/2/12 10/2/12 10/2/12	Se de la companya della companya della companya de la companya della companya del	10/12/12 10/30/1 10/15/12 10/18/12
	for each rebate), if any		Date:			_
			Checklist Com	pleted:		
		Ву:	:			
		Date:	,			

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and $\ell$	Location:	un,wo			te: ///z
,		NAGELIE		0	
lo hereby reque	st station time conce	erning the folio	owing issue:		
		DSCC	-1E		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	A	KD r	TRET		
	A)	0421	EREL		
	*			e e	
Total Char	ges:				
			A STATE OF THE STA	·	
This broadcast t	ime will be used by:		DSCC-IE		
	rogramming (				
	Yes			□ No	7

For programming that "communication importance," list the name of the le office(s) being sought and the date(	gally qualified candidate(s) the	e programming refers to, the
For programming that "communication importance," attach Agreed Upon S		olitical matter of national
I represent that the payment for the	above described broadcast tin	ne has been furnished by:
050	:C-1E	
and you are authorized to announce furnishing the payment, if other tha		erson or entity. The entity
a corporation; a committ	ee; $\square$ an association; $\square$ o	r other unincorporated group.
The names, offices, and addresses of agents of the entity are named below	w (may be attached separately)	HARTHA MCKENNA, DIRECTOR IE 430 S. CAPITOL ST SE WASHINGTON DC. 20003
THIS STATION DOES NOT DISC OF RACE OR ETHNICITY IN THI		
I agree to indemnify and hold harmles reasonable attorney's fees, that may er advertisement(s). For the above-state transcript, or tape, which will be del before the time of the scheduled bro	nsue from the broadcast of the ed broadcast(s), I also agree livered to the station at least	above-requested to prepare a script,
TO BE SIGN	ED BY ISSUE ADVE	RTISER
127/12 Jan	Mature	202 - 338 - 8700 Contact Phone Number
V	D BY STATION REP	
Accepted	Accepted in Part	Rejected
Signature	Printed Name	Title

# AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Rotation or Days Class		Times per Week	Number of Weeks
	AS	04	DER	ED	

Tota	I Cha	rges:
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# **AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

,							
	Contract / Rev	<u>/ision</u>		Alt Order #			
	939457	1		06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
<u>Advertiser</u>		<u>Ori</u>	ginal Date /	Revision			
Democratic Senatorial Ca	ımpaign Com	mittee	0	8/03/12	/ 08/13/12		
	Billing Cycle	Billing	Cal	endar	Cash/Trade		
	EOM/EOC	Broado	ast		Cash		
	Station	Accou	nt E	<u>xecutive</u>	Sales Office		
	WISN	Will Hi	ldeb	randt	HRP -Washingte		
	Special Handl	ing					
	Demographic						
	Adults 35+						
	IDB#	Advert	iser	Code	Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		

Snote/

						Spots/				
*Line Ch Start D	Date End Da	ate Description	on.	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
N 1 WISN 10/02/	12 11/02/1	<ol><li>General Ho</li></ol>	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02/			10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
N 3 WISN 10/02/	12 11/02/1	2 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
N 4 WISN 10/02/		2 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/02/		2 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				l		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Original Date / Revision 08/03/12 / 08/13/12

	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

						Spots/				
	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				- 1		
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$750.00				1		
	11/04/12	-TWTF	2	\$750.00						
N 6 WISN 10/02			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00				ļ		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00				1		
N 7 WISN 10/09	/12 11/02/	12 THE CHE	N	12P-1P		:30		NM	8	\$2 400 nn
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	O	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
N 8 WISN 10/02/		12 KATIE CO	URIÇ	M-F 2-3P		:30	•	NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	2	\$400.00				l		
Week: 10/29/12	11/04/12	-1W1F	2 2	\$400.00 \$400.00						
N 9 WISN 10/02/										
Start Date	/12 11/02/ <sup>-</sup> End Date		Spots Micole	3-4p		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				l l		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
N 10 WISN 10/02/	12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02/				5-530pm		:30		NM	14	\$14,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$1,000.00				1		
Week: 10/15/12	10/14/12	-TWTF	3 3	\$1,000.00 \$1,000.00						
Week: 10/13/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
N 12 WISN 10/02/						.00				
Start Date	End Date	i∠ News M-F Weekdays	Spots/Week	5-6A Rate		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
								I.		

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08/03/12

NM

NM

NM

14

1

5

\$6,300.00

\$3,000.00

\$25,000.00

/ 08/13/12



Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/22/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 11/05/12

N 18 WISN 10/26/12

N 19 WISN 10/08/12

Start Date

Start Date

N 17 WISN 10/02/12

Start Date

10/21/12

10/28/12

11/04/12

**End Date** 

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/28/12

End Date

10/14/12

10/21/12

10/28/12

11/04/12

11/11/12

11/02/12

10/26/12

11/05/12

-TWTF--

-TWTF--

-TWTF--

Weekdays

-TWTF--

-TWTF--

-TWTF--

-TWTF--

-TWTF--

2020

Weekdays

Dancing

----1--

<u>Weekdays</u>

LIVE WITH KELLY!

4

5

5

Spots/Week

2

2

3

3

4

Spots/Week

1

Spots/Week

1

1

1

1

1

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

*Line Ch Start	Date End D	ate Descript	ion	Stort/End Time	<b>D</b>	Spots/				
Start Date	End Date			Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Week: 10/15/12	10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$350.00				-		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10/02	2/12 11/02/	12 News M-F	65							
Start Date	End Date	Weekdays	Spots/Week	6-630pm Rate		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				i		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
N 14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				ı		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02	/12 11/02/1	2 Entertainn	ent Tonight	630p-7pm		:30		NM	10	640,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		INIVI	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
N 16 WISN 10/02/		2 Good Morr	ning America	7-9a		:30		NM	21	634 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				(4101	41	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						

\$1,000.00

\$1,000.00

\$1,000.00

Rate

\$450.00

\$450.00

\$450.00

\$450.00

\$450.00

\$3,000.00

Prime Other

\$5,000.00

\$5,000.00

\$5,000.00

\$5,000.00

\$5,000.00

Rate

Rate

Fri 9-10p

9-10am

**Democratic Senatorial Ca** 

:30

:30

:30

(\* Line Transactions: N = New, E = Edited, D = Deleted)

( LITTLE TRAINSACTIONS, IN = INEW, C = Edited, D = Deteted)

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Original Date / Revision 08/03/12 / 08/13/12



N 28 WISN 10/13/12

Start Date End Date

Sat 630-7p

Weekdays

10/27/12

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 /	<u>Alt Order #</u> 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #

									, 00	
*Line Ch Start	Date End [	Date Descript	ion	Start/End Time	Days	Spots/ Length Week	Pata	Tuno		
Start Date	End Date		Spots/Week	Rate	Days	Lengin Week	Rate	TypeS	pots	Amount
N 20 WISN 10/22			and a second	Mon 9-10p		:30		MN	2	<b>***</b> ***
Start Date	End Date		Spots/Week	Rate		.30		1/1/1/1	2	\$8,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
Week: 10/29/12	11/04/12	1	11	\$4,000.00						
N 21 WISN 10/06			s Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate						7-1000.00
Week: 10/01/12 Week: 10/08/12	10/07/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00 \$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1 <del>-</del>	1	\$600.00				:		
N 22 WISN 10/13	/12 10/13/	/12 College Fo	ootball Game #2	230p-6p		:30		NING	4	
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	1	\$6,500.00
Week: 10/08/12	10/14/12	1-	1	\$6,500.00				- 1		
N 23 WISN 10/06		/12 News Sa	6p-630p	6-630pm		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ü	Ψ2,500.00
Week: 10/01/12	10/07/12	1-	1	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$500.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1- 1-	1	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
N 24 WISN 10/13				\$500.00						
Start Date	End Date	Weekdays	Spots/Week	456-6AM		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1-	1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1-	1	\$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00						
N 25 WISN 10/06/		12 News Sa 6	Sp-630p	6-630pm		:30	•	NM	5	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	<b>40,000.00</b>
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/14/12	1- 1-	1	\$700.00						
Week: 10/10/12	10/21/12	1-	1	\$700.00 \$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
N 26 WISN 10/06/				6-7a		-20			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
N 27 WISN 10/20/		•		630p-7p		:30	-	NM	2	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/12/12	10/28/12		0	\$500.00 \$0.00						
Week: 10/29/12	11/04/12	<b>1-</b>	1	\$5.00 \$500.00						
***		~		ψυνυ.υν						

<u>Advertiser</u>

Democratic Senatorial Ca

<u>Rate</u>

:30

NM

2

\$2,000.00

630-7p

Spots/Week

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

\$2,500.00



N 36 WISN 10/21/12

10/21/12

Once

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

www.wisn.com					vertiser			Oliginal Da			
				De	mocratic S	enatorial Ca		08/03/12	2 / 08/13/12		
*Line Ch Start	Date End D	ate Descriptio	on	Start/End Time	e Davs	Spots/ Length Week	Rate	TypeS	nots	Amount	
Start Date	End Date	Weekdays	Spots/Week	Rate			rato	1,7000	<del></del>	Arriount	
Week: 10/08/12	10/14/12	1-	1	\$1,000.00							
Week: 10/15/12	10/21/12		0	\$0.00							
Week: 10/22/12	10/28/12	<del>1</del> -	1	\$1,000.00							
N 29 WISN 10/06			College Footbal	7-1030p		:30		NM	3	\$3,000.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Week: 10/01/12 Week: 10/08/12	10/07/12	1-	1	\$1,000.00							
Week: 10/15/12	10/14/12 10/21/12	2-	0 2	\$0.00 \$1,000.00							
N 30 WISN 10/13											
Start Date	/12 11/03/ End Date	12 News Sat 7 Weekdays	/-9a Spots/Week	7-9am		:30		NM	4	\$1,800.00	
Week: 10/08/12	10/14/12	1-	<u> </u>	<u>Rate</u> \$450.00				I			
Week: 10/15/12	10/21/12	1 <del>-</del>	1	\$450.00							
Week: 10/22/12	10/28/12	1-	1	\$450.00							
Week: 10/29/12	11/04/12	1-	1	\$450.00							
N 31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$9,000,00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14161	J	\$8,000.00	
Week: 10/01/12	10/07/12	1	1	\$1,600.00				1			
Week: 10/08/12	10/14/12	1	1	\$1,600.00							
Week: 10/15/12	10/21/12	1	1	\$1,600.00							
Week: 10/22/12	10/28/12	1	1	\$1,600.00							
Week: 10/29/12	11/04/12	1	1	\$1,600.00							
N 32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00	
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	Rate							
Week: 10/15/12	10/14/12	1	1	\$950.00 \$950.00				- 1			
Week: 10/22/12	10/28/12	1	1	\$950.00							
Week: 10/29/12	11/04/12	1	1	\$950.00							
N 33 WISN 10/14/	/12 11/04/1	12 Su 458-6a		458-6AM		:30		N IS A		2020.00	
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	4	\$800.00	
Week: 10/08/12	10/14/12	1	1	\$200.00							
Week: 10/15/12	10/21/12	1	1	\$200.00							
Week: 10/22/12	10/28/12	1	1	\$200.00							
Week: 10/29/12	11/04/12	1	1	\$200.00							
N 34 WISN 10/07/	/12 11/04/1	2 News Sun 5	530pm	530-6p		:30		NM	5	\$2,500.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		,	
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1	1	\$500.00							
Week: 10/06/12	10/14/12	1	1	\$500.00							
Week: 10/13/12	10/21/12	1	1	\$500.00 \$500.00							
Week: 10/29/12	11/04/12	1	1	\$500.00 \$500.00							
N 35 WISN 10/07/			ı	6-7a		.20			_	***	
Start Date	End Date	Weekdays	Spots/Week	6-7a Rate		:30		NM	5	\$2,000.00	
Week: 10/01/12	10/07/12	1	1	\$400.00							
Week: 10/08/12	10/14/12	1	1	\$400.00							
Week: 10/15/12	10/21/12	1	1	\$400.00							
Week: 10/22/12	10/28/12	1	1	\$400.00							
Week: 10/29/12	11/04/12	1	1	\$400.00							

:30

Sun 7-8p

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

> <u>Advertiser</u> Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
N 37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00						
N 38 WISN 10/14		12 This Week	With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate				- 1		
Week: 10/05/12	10/14/12 10/21/12		1 0	\$1,000.00 \$0.00				I		
Week: 10/13/12	10/28/12		0	\$0.00				İ		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
N 39 WISN 10/09		12 DanceRes	ulte	Tue 7-8p		:30		NM	2	\$40.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02				Tue 8-9p		:30		NM	2	\$5,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week	Rate				- 1		
Week: 10/08/12	10/07/12	-1	1	\$2,500.00 \$2,500.00				i		
N 41 WISN 10/02						.00			_	
Start Date	End Date	Weekdays	Spots/Week	Tue 9-10p <u>Rate</u>		:30		NM	3	\$6,600.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00				1		
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16		117		Tue 8-9p		:30		NM	3	\$9,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u> \$3,000.00						
Week: 10/22/12	10/28/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
N 43 WISN 10/27	/12 10/27/ <sup>-</sup>	12 College Fo	otball Game #2	230p-6p		:30		NM	1	\$7,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	•	\$7,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
N 44 WISN 11/03		12 ABC Prime	College Footbal	7-1030p		:30		NM	2	\$2,600.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
N 45 WISN 10/28				9-930A		:30		NM	2	\$450.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week 2	<u>Rate</u> \$225.00						
N 46 WISN 10/22		12 General Ho				-22		<del></del>	_	
Start Date	End Date	Weekdays	Spots/Week	2-3pm/1-2p Rate		:30		NM	1	\$350.00
Week: 10/22/12	10/28/12	1	1	\$350.00						
N 47 WISN 11/06	/12 11/06/	12 General Ho	spital	2-3pm/1-2p		:30		NM	1	\$350.00
			•						•	Ψ430.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order#	
	939457 /	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

Original Date / Revision Advertiser 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		·				
Week: 11/05/12	11/11/12	-1	1	\$350.00						
N 48 WISN 10/15/		12 Late News		10-1030p		:30		NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				-		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,600.00 \$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
		12 The View				.00		NIN A		<b>#0.000.00</b>
N 49 WISN 10/15/ Start Date	/12 11/05/ <sup>-</sup> End Date	Weekdays	Spots/Week	10-11am Rate		:30		NM	4	\$2,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00				1		
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 50 WISN 11/06/		12 The View		10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	-1	1	\$500.00						
N 51 WISN 10/15/		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00				l		
Week: 10/29/12	11/04/12	1	1	\$225.00 \$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00				l		
N 52 WISN 10/29/	• • • • • • • • • • • • • • • • • • • •	12 3-4p	•	3-4p	·····	:30		NM	2	£1 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IAIAI	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00				i		
N 53 WISN 11/06/	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11/11/12	-1	11	\$500.00						
N 54 WISN 10/29		12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/29/12	11/04/12	1	1 1	\$600.00				ı		
Week: 11/05/12	11/11/12	1	•	\$600.00						
N 55 WISN 10/15/			•	5-530pm		:30		MM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week; 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				l		
N 56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate						**(
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00				ŀ		
Week: 11/05/12	11/11/12	1	1	\$350.00						
N 57 WISN 10/08				6-630pm		:30		NM	5	\$6,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00						
TTCCK. 10/00/12	10/14/12	<u> </u>	'	91,200.00				ı		

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

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	Contract / Revision	Alt Order #				
	939457 /	06262067				
Contract Dates	Product	Estimate #				
10/02/12 - 11/06/12	DSCC-IE	1533				
Advertiser		Original Date / Revision				
Democratic Senatorial	Ca	08/03/12 / 08/13/12				

Totals

350

\$321,650.00

*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Davs	Spots/ Length Week	Rate	Type S	noto	A
Start Date	End Date	Weekdays	Spots/Week	Rate	Dayo	congui vvock	Tale	rypec	hois	Amount
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
N 58 WISN 10/15/		12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-7	Ψ-,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						41,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22/			nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date Week: 10/22/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	7-10-00:00
Week: 10/22/12 Week: 10/29/12	10/28/12		1	\$850.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$850.00						
		T	1	\$850.00						
N 61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u>						. = 1 = 0.00
Week: 10/15/12	10/14/12	1	1	\$1,000.00						
Week: 10/13/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1 <del></del>	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
			1	\$1,000.00						
N 62 WISN 11/06/			ning America	7-9a		:30		MM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
N 63 WISN 10/15/ Start Date	12 11/05/1 End Date			9-10am		:30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/22/12	10/28/12	_ 1	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00 \$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
				ψ-του.σο						

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 350 \$321,650.00 \$273,402.50

Signature:	Date:
	Date:

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### TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### **PREEMPTIONS** 4.

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### **FIXED RATE PURCHASES** 5.

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### 8. **CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

(b) The Station shall exercise normal precautions in handling of property a materials and other property furnished by the Agency in connection with broadcasts hereunder. The Stati connection with broadcasts except after its prior approval.	and mail, but assumes no liability for loss or damage to program or commercia ion will not accept or process mail, correspondence, or telephone calls in
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- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 1 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Snots/

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02/	12 11/02/1	2 General H		2-3pm/1-2p		:30		NM	10	\$3,500.00
<u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02/	12 11/02/1	2 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						·
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				ı		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/				1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00				1		
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/		•		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				l		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				- 1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 06262067 939457 Contract Dates Product Estimate #

DSCC-IE 1533 10/02/12 - 11/06/12

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02/			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$225.00				1		
Week: 10/05/12	10/14/12	-TWTF	3	\$225.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00				1		
7 WISN 10/09/	/12 11/02/	12 THE CHE	N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			J	\$2 <sub>1</sub> +00.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				ļ		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02		•	Constantinal	3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/01/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02		12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		,00		14141		Ψ0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02			•	5-530pm		:30		NM	14	\$14,000.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	3 3	\$1,000.00 \$1,000.00						
Week: 10/13/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02						.30		NM	15	&E 050 00
Start Date	End Date	Weekdays	Spots/Week	5-6A <u>Rate</u>		:30		IAIAI	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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Advertiser Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca** 

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate						
Week: 10/08/12	10/07/12	-TWTF	3	\$1,200.00 \$1,200.00				1		
Week: 10/05/12 Week: 10/15/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00				ŀ		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	£15 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02			ning America	7-9a		:30		MM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 3	Rate				l		
Week: 10/08/12	10/07/12	-TWTF	4	\$1,000.00 \$1,000.00				ŀ		
Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/12/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02				9-10am		:30		NM	14	\$6 200 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14101	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00				l		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	/12 10/26/	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	11	\$3,000.00						
19 WISN 10/08	/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						

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	Contract / Revision 939457 / 1	Alt Order # 06262067	_
Contract Dates	Product	Estimate #	_
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision / 09/18/12 09/18/12 **Democratic Senatorial Ca** 

*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Spot Length Wee		Type S	Snots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				T	1-10	7 dirio di le
	ate Range	Description		Start/End Time	Weekdays	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
3 WISN 10		3/12 Dancing		Prime Other	M	:30	\$ <del>5,000.00</del>	NM		
See MG 1										
6 WISN 10		/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
MG for 19.     Week: 10/29/12	11/04/12	1	4	&E 000 00						
Week: 11/05/12	11/11/12	1	1 1	\$5,000.00 \$5,000.00						
N 20 WISN 10/22		<u>-</u>								
Start Date	End Date	Weekdays	Spots/Week	Mon 9-10p Rate		:30		NM	1	\$4,000.00
Week: 10/22/12	10/28/12	1	<u>30013/4466K</u>	\$4,000.00						
Spot Ch Da	te Range	Description		Start/End Time	Weekdays	<u>Length</u>	Rate	Type		
1 WISN 10	/22/12-10/28	1/12 Castle	•	Mon 9-10p	M		\$4,000,00	NM		
Credited				·			.,			
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06	/12 11/03/ <sup>-</sup>	12 Late News 9	Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						, , , = = =
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1-	1	\$600.00				I		
Week: 10/15/12	10/14/12	1- 1-	1	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	<b>1-</b>	1	\$600.00						
22 WISN 10/13/			<u> </u>							
Start Date	End Date	Weekdays	Spots/Week	230p-6p Rate		:30		NM	1	\$6,500.00
Week: 10/08/12	10/14/12	1 <del>-</del>	1	\$6,500.00						
23 WISN 10/06/	12 11/03/1	12 News Sa 6p	-630n	6-630pm		:30		NM	5	P2 500 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIM	3	\$2,500.00
Week: 10/01/12	10/07/12	1-	1	\$500.00						
Week: 10/08/12	10/14/12	1-	1	\$500.00						
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12	1-	1	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
24 WISN 10/13/			0	456-6AM		:30		NM	4	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1-	1	\$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00						
25 WISN 10/06/	12 11/03/1	2 News Sa 6p	-630p	6-630pm		:30		NM	5	\$3,500,00
Start Date	End Date		Spots/Week	Rate		.00		14101	5	\$3,500.00
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00			· · · · · · · · · · · · · · · · · · ·			
26 WISN 10/06/				6-7a		:30		NM	5	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate						
Week: 10/01/12	10/14/12	1 <del>-</del>	1	\$600.00 \$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
		_	•	+++						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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	Contract / Revision	Alt Order #
	939457 / 1	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	IO	iginal Date / Revision

<u>Advertiser</u> Original Date / Revision **Democratic Senatorial Ca** 09/18/12 / 09/18/12

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				T T		
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12	10/21/12	1-	1	\$500.00				1		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00		···				
28 WISN 10/13		·		630-7p		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1-	Spots/Week 1	Rate						
Week: 10/15/12	10/14/12	1-	0	\$1,000.00 \$0.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$1,000.00				1		
			Calless Frage						_	
29 WISN 10/06. Start Date	/12 10/20/1 End Date	Weekdays	College Footbal Spots/Week	7-1030p Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	<u> </u>	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13	/12 11/03/1	12 News Sat 7	-9a	7-9am		:30	····	NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		FAIV		\$1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00				1		
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450,00						
31 WISN 10/07	/12 11/04/1	12 Late News	10pm	10p-1030p	***************************************	:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				l		,
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	<u>1</u>	1	\$1,600.00				į		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	<u>1</u>	1	\$1,600.00				İ		
Week: 10/29/12	11/04/12	1	1	\$1,600.00 \$1,600.00						
Marine Control of the		-	1		·····					
32 WISN 10/14 Start Date	/12 11/04/1 End Date		SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00				1		
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	/12 11/04/1	2 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	7	\$600.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07		2 News Sun 8		530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1	7	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$500.00						
MACCH' INTERIOR	10/20/12	T	ţ	\$500.00						

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 09/18/12 / 09/18/12

*Line Ch Start	Date End D	ate Description	า	Start/End Time	Days	Spo Length Wee		Type S	Spots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00			Harman			
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	J	\$2,000.00
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1 1	1	\$400.00						
Week: 10/05/12	10/14/12	1	1	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/		2 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate					·	T.,000.00
******	10/21/12	1	1	\$2,500.00						
37 WISN 10/07/ Start Date	/12 11/04/ <sup>-</sup> End Date	<ol> <li>News Sun 7</li> <li>Weekdays</li> </ol>		7-9am		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	<b>1</b>	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/			Vith George Ste			:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/	12 10/23/1		ts	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	****
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-1	1 0	\$5,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-1	1	\$0.00 \$5,000.00						
40 WISN 10/02/			•	Tue 8-9p		-20		NIM	_	AT 222
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$5,000.00
Week: 10/01/12	10/07/12	-1 <b>-</b>	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/				Tue 9-10p		:30		NM	2	\$4,400.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Spot Ch Dat	te Range	<u>Description</u>		Start/End Time	Weekday	<u>'s Length</u>	<u>Rate</u>	Type		
	15/12-10/21/	12 PrivatePrac	tice	Tue 9-10p	-Tu		\$2 <del>,</del> 200.00	NM		
Credited Week: 10/22/12	10/28/12		0	60.00						
Week: 10/29/12	11/04/12	-1	0 1	\$0.00 \$2,200.00						
N 42 WISN 10/16/				Tue 8-9p		.20		,,,,	_	<b></b>
Start Date		Weekdays	Spots/Week	rue δ-9p <u>Rate</u>		:30		NM	2	\$6,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
	e Range	Description		Start/End Time	Weekday		<u>Rate</u>	<u>Type</u>		
	15/12-10/21/	12 HappyEnd		Tue 8-9p	-Tu	:30	\$ <del>3,000.00</del>	NM		
Credited										

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09/18/12 / 09/18/12



	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>  Oi</u>	riginal Date / Revision

**Democratic Senatorial Ca** 

*line Ch Start	Data End C	Noto Dogazinti		Charles d Time	D	Spots/	<b>5</b> .	_		
*Line Ch Start Start Date	End Date	Weekdays	Spots/Week	Start/End Time	Days	Length Week	Rate	Type	spots	Amount
Week: 10/22/12	10/28/12	<u>vveexdays</u> -1	Spots/vveek 1	<u>Rate</u> \$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00				l l		
43 WISN 10/27	/12 10/27/	12 College Fo	otball Game #2	230p-6p		:30	***************************************	NM	1	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						7.,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
44 WISN 11/03 Start Date	/12 11/03/ End Date		College Footbal	•		:30		NM	2	\$2,600.00
Week: 10/29/12	11/04/12	<u>Weekdays</u> 2-	Spots/Week 2	<u>Rate</u> \$1,300.00						
45 WISN 10/28	/12 10/28/	12 Sun 9-930	A	9-930A		:30		NM	2	\$450.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1111	4-	Ψ450.00
Week: 10/22/12	10/28/12	2	2	\$225.00						
46 WISN 10/22				2-3pm/1-2p		:30		NM	1	\$350.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00						
47 WISN 11/06						-20			4	
Start Date	End Date	Weekdays	Spots/Week	2-3pm/1-2p Rate		:30		NM	1	\$350.00
Week: 11/05/12	11/11/12	-1	1	\$350.00				l		
48 WISN 10/15	/12 11/05/	12 Late News	10PM	10-1030p		:30		NM	4	\$6,400.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15	/12 11/05/	12 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,	•	Ψ2,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00				ľ		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00 \$500.00				ı		
50 WISN 11/06		12 The View	•	10-11am		:30		NM	4	<b>#F00.00</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		MINI	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15/		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/13/12	10/21/12	1	1	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00				ľ		
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29/	/12 11/05/1	12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1 1	\$500.00						
53 WISN 11/06/			ŀ	\$500.00		-00			_	
Start Date	End Date	Weekdays	Spots/Week	3-4p Rate		:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29/	/12 11/05/1			4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate					<del></del>	
Week: 10/29/12	11/04/12	1	1	\$600.00				1		

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Contract / Revision Alt Order # 939457 06262067 / 1 Estimate # Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
		ate Descripti		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 11/05/12	<u>End Date</u> 11/11/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$600.00						
55 WISN 10/15		12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>				- 1		
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				l		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				1		
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$350.00						
Week: 11/05/12	11/04/12 11/11/12	1	ι 1	\$350.00 \$350.00						
57 WISN 10/08		12 News M-F	6n	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		LAIAI	3	\$0,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00				I		
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,200.00						
		T	1	\$1,200.00						*
58 WISN 10/15 Start Date	/12 11/05/ <sup>-</sup> End Date	12 News M-F Weekdays	Spots/Week	6-7A Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06				6-7A		:30		NM	1	\$1,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
60 WISN 10/22			nent Tonight			:30		NM	2	#0 FC0 00
Start Date	End Date	Weekdays	Spots/Week	630p-7pm Rate		.30		IAIAL	3	\$2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1	1 1	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week; 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06	/12 11/06/	12 Good Mor	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
63 WISN 10/15				9-10am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$450.00 \$450.00						
· · · · · ·	·-· - <del>-</del>		•					ı		

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	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser		Original Date / Revision
Democratic Senatoria		09/18/12 / 09/18/12

*Line	Ch Start I	Date End D	ate Description	วท	Start/End Time	Davs	Spots/ Length Week	Rate	Tyne	Spots	Amount
	Start Date	End Date				Dayo	Longer Wook	TARC	Type	Opots	Antount
Mook	10/29/12	11/04/12	Weekdays	Spots/Week	<u>Rate</u> \$450.00						
	11/05/12	11/11/12	1	1	,						
vveek	. 11/05/12	11/11/12	T		\$450.00						
						***	Total	s	· · · · · · · · · · · · · · · · · · ·	347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582,50

ite:

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/ision</u>		Alt Order #	
	939457	/ 2		06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			Ori	iginal Date	Revision
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/01/12	/ 10/01/12
	Billing Cycle	Billing	Cal	enda <u>r</u>	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldet	orandt	HRP -Washingte
	Special Hand	ing			· · · · · · · · · · · · · · · · · · ·
	<u>Demographic</u>				
	Adults 35+				
	IDB#	<u>Advert</u>	iser	Code	Product Code
	8091	49			53
	Agency Ref			Advertiser	Ref
	1			1	

### Spots/ Length Week \*Line Ch Start Date End Date Description Start/End Time Rate Type Spots Days Amount 2-3pm/1-2p WISN 10/02/12 11/02/12 General Hospital :30 NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 2 \$350.00 -TWTF--Week: 10/08/12 10/14/12 2 -TWTF--\$350.00 Week: 10/15/12 10/21/12 2 -TWTF--\$350.00 Week: 10/22/12 10/28/12 2 -TWTF--\$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 Late News 10PM 11/02/12 :30 NM 10-1030p 15 \$24,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 310/01/12 \$1,600.00 10/07/12 -TWTF-2 Week: 10/08/12 -TWTF--2 10/14/12 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 3 -TWTF--\$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WI\$N 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 Start Date **End Date** Spots/Week **Weekdays** Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 2 Week: 10/08/12 10/14/12 -TWTF--\$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 Late News 1030PM WISN 10/02/12 11/02/12 1030p-11p :30 NM \$4,750.00 **Weekdays** Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 1 Week: 10/08/12 10/14/12 -TWTF--\$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00

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<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)



	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/15/12	End Date	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/13/12	10/21/12 10/28/12	-TWTF	2 2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00 \$750.00						
6 WISN 10/02/						00				
Start Date	End Date	Weekdays	ON COOPER Spots/Week	M-F 11A-12P		:30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	<u>30015/VVeek</u> 2	<u>Rate</u> \$225,00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/	/12 11/02/ <sup>-</sup>	12 THE CHEV	N	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	7-1100.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/				M-F 2-3P		:30		NM	10	\$4,000.00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	2	\$400.00						
Week: 10/13/12	10/21/12	-TWTF	2 2	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/						.00				
Start Date	End Date	Weekdays	Spots/Week	3-4p Rate		:30		MM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/	12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	2 2	\$600.00						
				\$600.00						
11 WISN 10/02/ Start Date		12 News M-F Weekdavs	op <u>Spots/Week</u>	5-530pm <u>Rate</u>		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/		12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,	.0	QQ,EQ0.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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Contract / Revision Alt Order # 939457 / 2 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 4	\$350.00 \$350.00						
		<del> </del>	<del> </del>							
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00				1		
14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						4.0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,00 <u>0.00</u>						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				I		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				ı		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12 10/14/12	-TWTF	2	\$850.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF -TWTF	2 3	\$850.00				Ī		
Week: 10/13/12	10/21/12	-TWTF	2	\$850.00 \$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
· · · · · · · · · · · · · · · · · · ·						.00			0.4	
16 WISN 10/02 Start Date	/12 11/02/ <sup>/</sup> End Date	Weekdays	ning America Spots/Week	7-9a Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	<u>30013/44eek</u> 3	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00.						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/ <sup>-</sup>	12 LIVE WITH	HKELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF~-	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26			0 - 1 - 551 - 1	Fri 9-10p		:30		NM	1	\$3,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	Rate						
				\$3,000.00		0.0			_	
19 WISN 10/08 Start Date		12 Dancing Weekdays	Spots/Week	Prime Other		:30		NM	5	\$25,000.00
Week: 10/08/12	End Date 10/14/12	1	<u> </u>	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12	1	i	\$5,000.00						
Week; 10/22/12	10/28/12	1	1	\$5,000.00						
									i	

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 Advertiser
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 Democratic Senatorial Ca
 10/01/12 / 10/01/12

Sint Date   End Date   Weekdays   Description   South Meek   South Meek   Date   South Meek   Description   Saw MSN 10/22/12-10/28/12   Dancing   Mon 7-8p   Mon 7-	*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
See MG 19.6   See MG 19.6	Start Date End Date Weekdays Spots/Week				
See MG 19.8   B NISN 100221/21078/12   Dancing   Mon 7-8p   M					
6 WISN 10/22/12-10/28/12   Dancing   Mon 7-8p   M	· · · · · · · · · · · · · · · · · · ·	Prime Other	M: :30 \$ <del>5,000.00</del>	NM	
Week: 11/05/12   11/11/12   1		Mon 7 8n	M :30 \$5,000,00	NIM	
Week: 10/29/12   11/04/12   1		101011 7-op	ω,000,00	14101	
20 WISN 10/22/12 10/28/12   Castle   Spots/Week   Rate   Start Date   End Date   Meskdays   Description   Start Date   End Date   Meskdays   Description   Start/End Time   Meskdays   Length   Rate   Type   Start/End Time   Meskdays   Length   Rate   Type   Mon 9-10p   M.   Start/End Time   Meskdays   Length   Rate   Type   Mon 9-10p   M.   Start/End Time   Meskdays   Length   Rate   Type   Mon 9-10p   M.   Start/End Time   Meskdays   Length   Rate   Type   Mon 9-10p   M.   Start/End Time   Meskdays   Length   Rate   Type   Mon 9-10p   M.   Start/End Time   Meskdays   Length   Rate   Type   Mon 9-10p   M.   Start/End Time   Mon 9-10p   M.   St	•	\$5,000.00			
Start Date   End Date   Meek days   Spots/Week   Rate   Sept.   Sept				]	
Start Date   End Date   Week days   Spots/Week   Rate   Start/End Time   Meek days   Length   Rate   Type   Start/End Time   Meek days   Start/	20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Spot Ch   Date Range   Description   Man   Start/End Time   Mon 9-10p   Mon	Start Date End Date Weekdays Spots/Week	•			,
Week   10/08/12   11/08/12   11/08/12   1   1   10/08/28		· · · · · · · · · · · · · · · · · · ·			
Creditled   Week: 10/28/12   11/04/12   1   1   \$4,000.00					
Meek: 10/29/12   11/04/12   1   1   \$4,000.00		Mon 9-10p	M :30 \$4,000.00	ININ	
21 WiSN 10/06/12 11/03/12   Late News Sa 10pm   10-1035p   30 NM   5 \$3,000.00		\$4,000,00			
Start Date			•30	NINA E	#2 000 00
Week: 10/03/1/2			.50	IAINI D	\$3,000.00
Week: 10/15/12   10/21/12  1   1   \$600.00					
Week: 10/22/12   10/28/12  1   1   \$600.00	Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/29/12   11/04/12  1   1   \$600.00	Week: 10/15/12 10/21/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p		•			
Start Date   End Date   Weekdays   10/08/12   10/14/12   News Sa 6p-630p   6-630pm   30   NM   5   \$2,500.00	****	\$600.00			
Week: 10/08/12   10/14/12   11/03/12   News Sa 6p-630p   6-630pm   30   NM   5   \$2,500.00		· <u>·</u>	:30	NM 1	\$6,500.00
23 WISN 10/06/12 11/03/12   News Sa 6p-630p   6-630pm   30   Start Date   End Date   Weekdays   Spots/Week   Rate   S500.00   Week: 10/07/12   10/14/12  1   1   S500.00   Week: 10/15/12   10/14/12  1   1   S500.00   Week: 10/15/12   10/14/12  1   1   S500.00   Week: 10/15/12   10/14/12  1   1   S500.00   Week: 10/13/12   11/03/12   Sa 458-6a   456-6AM   30   NM   4   \$800.00   Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/08/12   10/14/12  1   1   S200.00   Week: 10/15/12   10/14/12  1   1   S700.00   Week: 10/15/12   10/15/12   10/15/12					
Start Date   End Date   Weekdays   Spots/Week   Rate   S500.00   Week: 10/08/12   10/14/12  1   1   \$500.00   Week: 10/15/12   10/21/12  1   1   \$500.00   Week: 10/15/12   10/21/12  1   1   \$500.00   Week: 10/22/12   10/28/12  1   1   \$500.00   Week: 10/22/12   10/28/12  1   1   \$500.00   Week: 10/29/12   11/04/12  1   1   \$500.00   Week: 10/08/12   10/14/12  1   1   \$500.00   Week: 10/08/12   10/14/12  1   1   \$200.00   Week: 10/08/12   10/21/12  1   1   \$200.00   Week: 10/22/12   10/28/12  1   1   \$200.00   Week: 10/29/12   11/04/12  1   1   \$200.00   Week: 10/29/12   11/04/12  1   1   \$200.00   Week: 10/08/12   10/07/12  1   1   \$200.00   Week: 10/08/12   10/07/12  1   1   \$200.00   Week: 10/08/12   10/07/12   10/07/12  1   1   \$700.00   Week: 10/08/12   10/07/12  1   1   \$700.00   Week: 10/08/12   10/08/12   10/28/12  1   1   \$700.00   Week: 10/08/12   10/28/12  1   1   \$700.00   Week: 10/29/12   11/04/12  1   1   \$700.00   Week: 10/08/12   10/08			00		
Week: 10/08/12   10/07/12  1   1   \$500.00     Week: 10/08/12   10/14/12  1   1   \$500.00     Week: 10/15/12   10/21/12  1   1   \$500.00     Week: 10/22/12   10/28/12  1   1   \$500.00     Week: 10/29/12   11/04/12  1   1   \$500.00     Week: 10/29/12   11/04/12  1   1   \$500.00     Start Date	• •	' _	:30	NM 5	\$2,500.00
Week: 10/15/12   10/14/12  1-   1   \$500.00     Week: 10/15/12   10/21/12  1-   1   \$500.00     Week: 10/15/12   10/28/12  1-   1   \$500.00     Week: 10/29/12   11/04/12  1-   1   \$500.00     24   WISN 10/13/12   11/03/12   Sa 458-6a   456-6AM   :30   NM   4   \$800.00     Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/15/12   10/21/12  1-   1   \$200.00     Week: 10/15/12   10/21/12  1-   1   \$200.00     Week: 10/29/12   11/04/12  1-   1   \$200.00     Week: 10/29/12   11/04/12  1-   1   \$200.00     Start Date   End Date   Weekdays   Spots/Week   Rate   Rate   Week: 10/05/12   10/07/12  1-   1   \$700.00     Week: 10/05/12   10/07/12  1-   1   \$700.00     Week: 10/05/12   10/021/12  1-   1   \$700.00     Week: 10/29/12   11/04/12  1-   1   \$700.00     Week: 10/05/12   10/07/12  1-   1   \$700.00     Week: 10/05/12   10/07/12  1-   1   \$700.00     Week: 10/05/12   10/05/12   10/05/12  1-   1   \$700.00     Week: 10/05/12   10/05/12   10/05/12   10/05/12  1-   1   \$700.00     Week: 10/05/12   10/05/12   10/05/12  1-   1   \$700.00     Week: 10/05/12   10/05/12   10/05/12  1-   1   \$700.00					
Week: 10/22/12 10/28/121- 1 \$500.00         Week: 10/29/12 11/03/12 11/03/12 5a 458-6a       456-6AM       :30       NM       4 \$800.00         Start Date No.81/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/121- 1 \$200.00         Week: 10/15/12 10/21/12 10/28/12 10/28/12 10/28/12 11/03/12 News Sa 6p-630p       6-630pm       :30       NM       5 \$3,500.00         Start Date No.81/12 10/07/07				<u> </u>	
Week: 10/29/12	Week: 10/15/12 10/21/121- 1	\$500.00			
24 WISN 10/13/12   11/03/12   Sa 458-6a   456-6AM   :30		\$500.00			
Start Date   End Date   Weekdays   Spots/Week   Rate	Week: 10/29/12 11/04/121- 1	\$500.00			
Week: 10/08/12 10/08/12 10/14/121- 1 \$200.00         Week: 10/15/12 10/21/121- 1 \$200.00         Week: 10/22/12 10/28/121- 1 \$200.00         Week: 10/29/12 11/04/121- 1 \$200.00         25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00         Start Date Weekdays 10/07/12 10/07/12 Weekdays Spots/Week 10/00/00         Week: 10/08/12 10/07/121- 1 \$700.00         Week: 10/15/12 10/21/121- 1 \$700.00         Week: 10/22/12 10/28/121- 1 \$700.00         Week: 10/29/12 11/04/121- 1 \$700.00         Week: 10/29/12 11/04/121- 1 \$700.00         Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121- 1 \$600.00         Week: 10/01/12 10/07/12 10/07/121- 1 \$600.00         Week: 10/08/12 10/14/121- 1 \$600.00	=	456-6AM	:30	NM 4	\$800.00
Week: 10/15/12       10/21/12      1-       1       \$200.00         Week: 10/22/12       10/28/12      1-       1       \$200.00         Week: 10/29/12       11/04/12      1-       1       \$200.00         25 WISN 10/05/12       11/03/12       News Sa 6p-630p       6-630pm       :30       NM       5       \$3,500.00         Start Date Week: 10/01/12       End Date Weekdays Spots/Week Rate1-       Rate \$700.00       \$700.00					
Week: 10/22/12       10/28/12      1-       1       \$200.00         Week: 10/29/12       11/04/12      1-       1       \$200.00         25 WISN 10/06/12       11/03/12       News Sa 6p-630p       6-630pm       :30       NM       5       \$3,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 10/01/12       10/07/12      1-       1       \$700.00         Week: 10/15/12       10/21/12      1-       1       \$700.00         Week: 10/22/12       10/28/12      1-       1       \$700.00         Week: 10/29/12       11/04/12      1-       1       \$700.00         Week: 10/29/12       11/04/12      1-       1       \$700.00         Week: 10/09/12       11/03/12       Sat GMA       6-7a       :30       NM       5       \$3,000.00         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 10/08/12       10/14/12      1-       1       \$600.00         Week: 10/08/12       10/14/12      1-       1       \$600.00		*			
Week: 10/29/12       11/04/12      1-       1       \$200.00         25 WISN 10/06/12       11/03/12       News Sa 6p-630p       6-630pm       :30       NM       5       \$3,500.00         Start Date Week: 10/01/12       End Date Meekdays       Spots/Week Rate Spots/Week       Rate Spots/Week       NM       5       \$3,500.00         Week: 10/08/12       10/14/12      1-       1       \$700.00					
25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00    Start Date   End Date   Weekdays   Spots/Week   Rate					
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12        1-         1         \$700.00           Week: 10/08/12         10/14/12        1-         1         \$700.00           Week: 10/15/12         10/21/12        1-         1         \$700.00           Week: 10/29/12         11/04/12        1-         1         \$700.00           Week: 10/29/12         11/04/12        1-         1         \$700.00           Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12        1-         1         \$600.00           Week: 10/08/12         10/14/12        1-         1         \$600.00			-30	NM 5	\$3 500 00
Week: 10/01/12       10/07/12      1-       1       \$700.00         Week: 10/08/12       10/14/12      1-       1       \$700.00         Week: 10/15/12       10/21/12      1-       1       \$700.00         Week: 10/29/12       10/28/12      1-       1       \$700.00         Week: 10/29/12       11/04/12      1-       1       \$700.00         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 10/01/12       10/07/12      1-       1       \$600.00         Week: 10/08/12       10/14/12      1-       1       \$600.00			.50	14,00	\$5,500.00
Week: 10/15/12       10/21/12      1-       1       \$700.00         Week: 10/22/12       10/28/12      1-       1       \$700.00         Week: 10/29/12       11/04/12      1-       1       \$700.00         26 WISN 10/06/12       11/03/12       Sat GMA       6-7a       :30       NM       5       \$3,000.00         Start Date End Date Weekdays Weekdays Week 10/01/12       Weekdays Neek       Rate Section Neek       Section Neek       Section Neek       Section Neek       Section Neek       \$3,000.00         Week: 10/08/12       10/14/12      1-       1       \$600.00       \$600.00       \$600.00					
Week: 10/22/12       10/28/12      1-       1       \$700.00         Week: 10/29/12       11/04/12      1-       1       \$700.00         26 WISN 10/06/12       11/03/12       Sat GMA       6-7a       :30       NM       5       \$3,000.00         Start Date Veek: 10/01/12       End Date Veekdays Veekdays Veek       Rate Section Veek       \$600.00       \$600.00         Week: 10/08/12       10/14/12      1-       1       \$600.00					
Week: 10/29/12       11/04/12      1-       1       \$700.00         26 WISN 10/06/12       11/03/12       Sat GMA       6-7a       :30       NM       5       \$3,000.00         Start Date Week: 10/01/12       End Date 10/07/12       Weekdays1-       1       \$600.00         Week: 10/08/12       10/14/12      1-       1       \$600.00					
26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00  Start Date End Date Weekdays Spots/Week Rate  Week: 10/01/12 10/07/121- 1 \$600.00  Week: 10/08/12 10/14/121- 1 \$600.00					
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12        1-         1         \$600.00           Week: 10/08/12         10/14/12        1-         1         \$600.00					
Week: 10/01/12 10/07/121- 1 \$600.00 Week: 10/08/12 10/14/121- 1 \$600.00			:30	NM 5	\$3,000.00
Week: 10/08/12 10/14/121- 1 \$600.00					
				1	

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Contract / Revision Alt Order # 06262067 939457 / 2 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 **Democratic Senatorial Ca** 

						Spots/				
*Line Ch S	Start Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start I		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/		1-	1	\$600.00						
Week: 10/29/		1-	1	\$600.00					_	******
27 WISN		•		630p-7p		:30		NM	2	\$1,000.00
<u>Start I</u> Week: 10/15/		<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00				1		
Week: 10/22/			Ó	\$0.00				l l		
Week: 10/29/		1-	1	\$500.00						
28 WISN	10/13/12 10/27/	12 Sat 630-7p	)	630-7p		:30		NM	2	\$2,000.00
Start I		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/08/		1-	1	\$1,000.00						
Week: 10/15/			0	\$0.00						
Week: 10/22/	/12 10/28/12	1-	1	\$1,000.00						
29 WISN			College Footbal			:30		NM	3	\$3,000.00
Start ( Week: 10/01/		<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u>						
Week: 10/01/		1-	1 0	\$1,000.00 \$0.00						
Week: 10/15/		2-	2	\$1,000.00						
30 WISN				7-9am		:30		NM	4	\$1,800.00
Start I		Weekdays	Spots/Week	Rate		.50		14141	-4	φ1,000.00
Week: 10/08/		1-	1	\$450.00						
Week: 10/15/	/12 10/21/12	1-	1	\$450.00						
Week: 10/22/	/12 10/28/12	1-	1	\$450.00						
Week: 10/29/	/12 11/04/12	1-	1	\$450.00						
31 WISN	10/07/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start !		<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/		1	1	\$1,600.00						
Week: 10/08/		l 1	1	\$1,600.00						
Week: 10/15/ Week: 10/22/		1 1	1	\$1,600.00 \$1,600.00						
Week: 10/29		1	1	\$1,600.00						
			CLIADODDIA			:30		NIM	4	£2 000 00
32 WISN Start I		Weekdays	SU 1030PM Spots/Week	1030p-11p Rate		:50		NM	4	\$3,800.00
Week: 10/08/		1	1	\$950.00						
Week: 10/15/		1	1	\$950.00						
Week: 10/22	/12 10/28/12	1	1	\$950.00						
Week: 10/29	/12 11/04/12	1	1	\$950.00						
33 WISN	10/14/12 11/04/	12 Su 458-6a		458-6AM		:30		MM	4	\$800.00
Start I		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08		1	1	\$200.00						
Week: 10/15		1	1	\$200.00						
Week: 10/22		1 1	1 1	\$200.00 \$200.00				-		
Week: 10/29				<del> </del>		0.5			_	00 5
	10/07/12 11/04/		530pm Spots/Week	530-6p		:30		NM	5	\$2,500.00
Start I Week: 10/01		<u>Weekdays</u> 1	Spots/vveek 1	<u>Rate</u> \$500.00						
Week: 10/08		1	1	\$500.00						
Week: 10/15		1	1	\$500.00						
Week: 10/22		1	1	\$500.00						
								•		

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11/04/12

-1----

Week: 10/29/12

	Contract / Revision	Alt Order #		
	939457 / 2	06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/01/12 / 10/01/12

				Democratic Senatorial Ca					01/12 / 10/01/12		
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Spot Length Wee		TypeS	pots	Amount	
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>							
Week: 10/29/12	11/04/12	1	1	\$500.00							
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>							
Week: 10/01/12	10/07/12	1	1	\$400.00							
Week: 10/08/12	10/14/12	1	1	\$400.00							
Week: 10/15/12	10/21/12	1	1	\$400.00							
Week: 10/22/12	10/28/12	1	1	\$400.00							
Week: 10/29/12	11/04/12	1	1	\$400.00							
36 WISN 10/21				Sun 7-8p		:30		NM	1	\$2,500.00	
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdaγs</u> 1	Spots/Week 1	<u>Rate</u> \$2,500.00							
<del></del>			'	•					_		
37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00	
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	<u>Rate</u> \$400.00							
Week: 10/01/12	10/14/12	1	1	\$400.00							
Week: 10/15/12	10/21/12	1	1	\$400.00							
Week: 10/22/12	10/28/12	1	1	\$400.00				1			
Week: 10/29/12	11/04/12	1	i	\$400.00							
38 WISN 10/14	/12 11/04/	12 This Week	With George Ste			:30		NM	2	\$2,000.00	
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	2	Ψ2,000.00	
Week: 10/08/12	10/14/12	1	1	\$1,000.00							
Week: 10/15/12	10/21/12		0	\$0.00				Į.			
Week: 10/22/12	10/28/12		0	\$0.00				l			
Week: 10/29/12	11/04/12	1	1	\$1,000.00							
39 WISN 10/09	/12 10/23/	12 DanceResu	lts	Tue 7-8p		:30	•	NM	2	\$10,000.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>							
Week: 10/08/12	10/14/12	-1	1	\$5,000.00							
Week: 10/15/12	10/21/12		0	\$0.00							
Week: 10/22/12	10/28/12	-1	1	\$5,000.00							
N 40 WISN 10/02		12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate							
Week: 10/01/12	10/07/12	-1	. 1	\$2,500.00	Manhala	1	Data	7.00.0			
	ate Range	Description	•	Start/End Time	Weekday		Rate	Type			
See MG 4		7/12 HappyEnd		Tue 8-9p	-Tu	:30	\$ <del>2,500.00</del>	NM			
		/12 DWTS Res	zulte	Tue 8-9p	Tu	:30	\$2,500.00	NM			
M MG for 40		THE BUTTOTICE	Jaks	14C 0-5P	1 4	.50	φ2,000.00	14141			
		-1	1	\$2,500.00							
41 WISN 10/02	/12 10/30/	12 PrivatePrac	tice	Tue 9-10p		:30		NM	2	\$4,400.00	
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		(400)	2	\$4,400.00	
Week: 10/01/12	10/07/12	-1	1	\$2,200.00							
Week: 10/08/12	10/14/12		0	\$0.00							
Week: 10/15/12	10/21/12	-1	1	\$2,200.00				1			
	ate Range	<u>Description</u>		Start/End Time	Weekda	<u>ys Length</u>	<u>Rate</u>	<u>Туре</u>			
	0/15/12-10/21	/12 PrivatePra	ctice	Tue 9-10p	-Tu	:30	\$ <del>2,200.0</del> 0	NM			
Credited				_							
Week: 10/22/12	10/28/12		0	\$0.00				1			

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\$2,200.00

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	Contract / Revision	Alt Order #
	939457 / 2	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

				· · · · · · · · · · · · · · · · · · ·					
Adve	ertiser			Original Date / Revision					
Dem	ocratic S	enatorial Ca	10/01/12 / 10/01/12						
nd Time	Days	Spots Lenath Week		Tuno Ci	a a t a	A			
id Time	Days	rendui Meek	Nate	Type S <sub>i</sub>	DOIS	Amount			
ate .00		:30		NM	2	\$6,000.00			
nd Time	Weekda	<del></del>	Rate	<u>Type</u>					

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
42 WISN 10/16/12 10/30/12 HappyEnd <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	Tue 8-9p <u>Rate</u> \$3,000.00	:30	NM	2	\$6,000.00
Spot Ch Date Range Description  1 WISN 10/15/12-10/21/12 HappyEnd Credited	Start/End Time Tue 8-9p	Weekdays         Length         Rate           -Tu         :30         \$3,000.00	<u>Type</u> NM		
Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121- 1	230p-6p <u>Rate</u> \$7,000.00	:30	NM	1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2		:30	NM	2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM	2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital  Start Date	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00	:30	NM	4	\$6,400.00
49 WISN 10/15/12       11/05/12       The View         Start Date       End Date       Weekdays       Spots/Week         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00	:30	NM	4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 -1 1	10-11am <u>Rate</u> \$500.00	:30	NM	1	\$500.00
51 WISN 10/15/12       11/05/12       ANDERSON COOPER         Start Date       End Date       Weekdays       Spots/Week         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM	4	\$900.00
52 WISN 10/29/12 11/05/12 3-4p  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> \$500.00 \$500.00	:30	NM	2	\$1,000.00
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM	1	\$500.00

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 Contract / Revision
 Alt Order #

 939457 / 2
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/01/12 / 10/01/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P	***************************************	:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					<del></del>	1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15			•	5-530pm		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate						
Week: 10/13/12	10/28/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	i i	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				j		
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	Ψ1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08			•	6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	<u>Spots/Week</u>	<u>Rate</u>						1 1,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00 \$1,000.00						
		10 No. 14 5	0.							
59 WISN 11/06. Start Date	/12 11/06/ <sup>.</sup> <u>End Date</u>	12 News M-F Weekdays	Spots/Week	6-7A Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22	/12 11/05/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14(4)	,	Ψ2,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08			ning America	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06/	11/06/	12 Good Morr	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	.,
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria	I	Original Date / Revision 10/01/12 / 10/01/12

Spots/

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days Length Week Rate T		te Type Spots		Amount	
<u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
63 WISN 10/15	/12 11/05/	12 LIVE WITH	i KELLY!	9-10am		:30		MM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
						Total	S		347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450,00	\$265.582.50

Signature:	Date:	



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order #			
	939457	/ 3		06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
Advertiser			Ori	ginal Date	/ Revision		
Democratic Senatorial Ca	ampaign Com	mittee	1		/ 10/03/12		
	Billing Cycle	Billing	Cal	endar	Cash/Trade		
	EOM/EOC	Broado	cast		Cash		
	Station	Accou	nt E	xecutive Sales Office			
	WISN	Will Hi	ldeb	randt	andt HRP -Washingt		
	Special Hand	ling			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
	Demographic			-			
	Adults 35+						
	IDB#	Advert	iser	Code	Product Code		
	8091	49			53		
	Agency Ref	•		Advertiser	Ref		

						Spots/				
*Line Ch Start D	ate End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
1 WISN 10/02/1	11/02/1	<ol><li>General Ho</li></ol>	spital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				i		,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02/1	2 11/02/1	2 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02/1	2 11/02/1	2 The View		10-11am		:30		NM	14	\$7,000.00
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00	_					
4 WISN 10/02/1	2 11/02/1	2 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						·
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/1	2 11/02/1	2 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				- 1		

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10/03/12 / 10/03/12



Week: 10/08/12

10/14/12

-TWTF--

3

	Contract / Revision 939457 / 3	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u> </u>	riginal Date / Revision

				Dem	ocratic Se	enatorial Ca		10/03/12	<i>f</i> 10	3/03/12
						Cnois!				
*Line Ch Start	Date End [	Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				T	•	
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				l		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00	···					
6 WISN 10/02		/12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						ŕ
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/05/12	10/14/12 10/21/12	-TWTF -TWTF	2	\$225.00						
Week: 10/13/12	10/21/12	-TWTF	3 3	\$225.00				i		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00 \$225.00						
7 WISN 10/09 Start Date	11/02/ End Date	12 THE CHE\ Weekdays	_	12P-1P		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	¢4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1,4141	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02		•		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2	\$500.00						
Week: 10/13/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$500.00						
	***************************************			\$500.00						
10 WISN 10/02/		· : · · · -	C==4= 001==1	4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	/12 11/02/	12 News M-F	5n	5-530pm		•30		NINA	1.4	£14.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/	/12 11/02/ <sup>-</sup>	12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1	-	, _ ,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						

Democratic Senatorial Ca

\$350.00

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10/03/12 / 10/03/12



	Contract / Revision 939457 / 3	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	0	riginal Date / Revision

						Spots/				
*Line Ch Start	Date End D	oate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$350.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF -TWTF	3 4	\$350.00				İ		
L				\$350.00						
13 WISN 10/02	2/12 11/02/ End Date		•	6-630pm		:30		NM	14	\$16,800.00
Start Date Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF <b></b>	Spots/Week 2	<u>Rate</u> \$1,200.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		100		1111	10	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						•
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2	\$850.00						
Week: 10/13/12	10/21/12	-TWTF	3 2	\$850.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00 \$850.00						
16 WISN 10/02	-									
Start Date	End Date	Weekdays	ning America Spots/Week	7-9a Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITI	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						Ψ0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00				ļ		
Week: 10/29/12	11/04/12	<u>-</u> TWTF	4	\$450.00						
18 WISN 10/26			<u>.</u> ,	Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08			Constanting	Prime Other		:30		NM	5	\$25,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/12/12	10/28/12	1	1	\$5,000.00				l		
	·	-	i	ψο,σου.συ				- 1		

Democratic Senatorial Ca

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\*Line Ch Start Date End Date Description

Date Range

3 WISN 10/22/12-10/28/12

End Date

6 WISN 10/22/12-10/28/12 Dancing

11/04/12

11/11/12

Weekdays

1----

1-----

<u>Description</u>

Dancing

Start Date

See MG 19.6

(h) MG for 19.3 10/22

Spot Ch

Week: 10/29/12

Week: 11/05/12

Week: 10/15/12

10/21/12

Contract / Revision Alt Order# 939457 / 3 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision **Democratic Senatorial Ca** 10/03/12 / 10/03/12

Spots/ Length Week Rate Type Spots Amount <u>Weekdays</u> Length Rate Type M-----:30 \$5,000.00 NM M-----:30 \$5,000.00 NM

					Ψ0,000.00				
	20 WISN 10/22				Mon 9-10p	:30	NM	1	\$4,000.00
	Start Date Week: 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Week	Rate				* 1,200.00
		ate Range	Description	.n. 1	\$4,000.00	AM a falacia	_		
	1 WISN 10			111	Start/End Time Mon 9-10p	Weekdays Length Rate	<u>Type</u>		
	Credited	"LD 1L-10/L0	712 00000		won 9-10p	M: :30 \$4,000.00	NM		
	Week: 10/29/12	11/04/12	1	1	\$4,000.00		l		
	21 WISN 10/06	/12 11/03/	12 Late News	Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			Ū	Ψ5,555.00
	Week: 10/01/12	10/07/12	1-	1	\$600.00				
	Week: 10/08/12	10/14/12	1-	1	\$600.00				
	Week: 10/15/12	10/21/12	<b>1-</b>	1	\$600.00				
	Week: 10/22/12	10/28/12	1-	1	\$600.00				
	Week: 10/29/12	11/04/12		1	\$600.00				
	22 WISN 10/13		12 College Fo	otball Game #2	230p-6p	:30	NM	1	\$6,500.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		ı		, ,,=00.00
	Week: 10/08/12	10/14/12	1-	1	\$6,500.00				
	23 WISN 10/06			p-630p	6-630pm	:30	NM	5	\$2,500.00
	Start Date Week: 10/01/12	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate				, ,
	Week: 10/08/12	10/07/12	-	1	\$500.00		I.		
	Week: 10/15/12	10/14/12 10/21/12	1-	1	\$500.00				
	Week: 10/13/12	10/21/12	1-	1	\$500.00				
	Week: 10/22/12	11/04/12	1-	1	\$500.00				
				[	\$500.00				
	24 WISN 10/13/				456-6AM	:30	NM	4	\$800.00
	<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate				
	Week: 10/06/12 Week: 10/15/12	10/14/12	1-	1	\$200.00				
	Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$200.00				
	Week: 10/29/12	11/04/12	1-	1	\$200.00 \$200.00				
,	25 WISN 10/06/								
	Start Date	End Date	2 News Sa 6 Weekdays	p-630p Spots/Week	6-630pm	:30	NM	5	\$3,500.00
	Week: 10/01/12	10/07/12	1-	<u>Spois/vveek</u>	<u>Rate</u> \$700.00				
	Week: 10/08/12	10/14/12	1	1	\$700.00				
	Week: 10/15/12	10/21/12	1-	1	\$700.00				
	Week: 10/22/12	10/28/12	1-	1	\$700.00				
	Week: 10/29/12	11/04/12	1-	1	\$700.00				
•	26 WISN 10/06/	12 11/03/1	2 Sat GMA		6-7a	:30	NM	5	#2 000 00
	Start Date	End Date	Weekdays	Spots/Week	Rate	.00	LAIAL	o o	\$3,000.00
	Week: 10/01/12	10/07/12	1 <b>-</b>	1	\$600.00		1		
	Week: 10/08/12	10/14/12	1-	1	\$600.00				
	10/a also 4 0 /4 E /4 0	40104146	-						

Start/End Time

Rate

Start/End Time

Prime Other

\$5,000.00

\$5,000.00

Mon 7-8p

Spots/Week

1

1

Days

\$600.00

1

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Week: 10/22/12

10/28/12

Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

www.wisn.com					270111001	Oliginal Date / Revision					
				D	Democratic Senatorial Ca			10/03/12 / 10/03/12			
				_							
*Line Ch Start				Start/End Tim	e Days	Spots/ Length Week	Rate	Type S	pots	Amount	
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$600.00							
Week: 10/29/12	11/04/12	<del></del> -1-	1	\$600.00				i			
27 WISN 10/20	0/12 11/03/	12 SA 630-7p		630p-7p		:30		AIN#		04 000 00	
Start Date		Weekdays	Spots/Week	Rate		.30		NM	2	\$1,000.00	
Week: 10/15/12	10/21/12	1-	1	\$500.00							
Week: 10/22/12	10/28/12		0	\$0.00							
Week: 10/29/12	11/04/12	1-	1	\$500.00							
28 WISN 10/13		12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00	
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>					-	Ψ2,000.00	
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$1,000.00							
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1-	0	\$0.00							
	***************************************		- I	\$1,000.00							
29 WISN 10/06 Start Date			College Footbal	<u>-</u>		:30		NM	3	\$3,000.00	
Week: 10/01/12	End Date 10/07/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$1,000.00							
Week: 10/08/12	10/14/12		Ö	\$0.00							
Week: 10/15/12	10/21/12	2-	2	\$1,000.00							
30 WISN 10/13	3/12 11/03/ <sup>-</sup>	12 News Sat 7		7-9am		:30		338.6			
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MM	4	\$1,800.00	
Week: 10/08/12	10/14/12	1-	1	\$450.00							
Week: 10/15/12	10/21/12	1-	1	\$450.00							
Week: 10/22/12	10/28/12	1-	1	\$450.00							
Week: 10/29/12	11/04/12	1-	1	\$450.00							
31 WISN 10/07			•	10p-1030p		:30		NM	5	\$8,000.00	
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u>	Spots/Week	Rate						,	
Week: 10/08/12	10/07/12	1	1	\$1,600.00							
Week: 10/15/12	10/21/12	1	1	\$1,600.00 \$1,600.00							
Week: 10/22/12	10/28/12	1	1	\$1,600.00							
Week: 10/29/12	11/04/12	1	1	\$1,600.00							
32 WISN 10/14	/12 11/04/1	12 Late News S	SIL 1030DM	1030p-11p		.00					
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$3,800.00	
Week: 10/08/12	10/14/12	<del>1</del>	1	\$950.00							
Week: 10/15/12	10/21/12	<del></del> 1	1	\$950.00							
Week: 10/22/12	10/28/12	1	1	\$950.00							
Week: 10/29/12	11/04/12	1	1	\$950.00							
33 WISN 10/14				458-6AM		:30		NM	4	\$800.00	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7700.00	
Week: 10/08/12 Week: 10/15/12	10/14/12	1	1	\$200.00							
Week: 10/13/12	10/21/12 10/28/12	1 1	1	\$200.00							
Week: 10/29/12	11/04/12	1	1	\$200.00 \$200.00							
34 WISN 10/07/			2000								
Start Date	End Date	Weekdays	Spots/Week	530-6p		:30		NM	5	\$2,500.00	
Week: 10/01/12	10/07/12	1	1	<u>Rate</u> \$500.00							
Week: 10/08/12	10/14/12	1	1	\$500.00				- 1			
Week: 10/15/12	10/21/12	1	1	\$500.00				- 1			
Meak: 10/22/12	10/20/42	7		0500.00							

\$500.00

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10/03/12 / 10/03/12



	Contract / Revision 939457 / 3	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u> </u>	riginal Date / Revision

**Democratic Senatorial Ca** 

						Spo	ts/			
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days Le	ength Wee	ek Rate	TypeS	pots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week 1	Rate \$500.00				T I		· · · · · · · · · · · · · · · · · · ·
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	E	#D 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				1		
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	<u>1</u>	1	\$400.00						
36 WISN 10/21	/12 10/21/ <sup>-</sup>	12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				, , , , ,	•	Ψ <b>2</b> ,000.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/	12 News Sun	7-9a	7- <del>9</del> am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12	10/07/12	<b>1</b>	1	\$400.00						
Week: 10/08/12	10/14/12	<b></b> 1	1	\$400.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$400.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$400.00						
		1	1	\$400.00			_			
38 WISN 10/14		12 This Week				:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate				1		
Week: 10/05/12	10/14/12		1 0	\$1,000.00						
Week: 10/13/12	10/28/12		0	\$0.00 \$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				İ		
			1 -							
39 WISN 10/09 Start Date	/12 10/23/1 End Date	12 DanceResu <u>Weekdays</u>	Spots/Week	Tue 7-8p		:30		NM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	<u>Spois/vveek</u> 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000,00						
40 WISN 10/02	/12 10/00/1	2 HappyEnd		Tue 8-9p		-00			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Spot Ch Da	te Range	Description	1	Start/End Time	Weekdays	Length	Rate	Туре		
1 WISN 10	/01/12-10/07/	/12 HappyEnd	•	Tue 8-9p	-Tu		\$2,500.00	NM		
See MG 46				,		,	<b>v</b> , <b>v v v v v v v v v v</b>			
		'12 DWTS Res	ults	Tue 8-9p	-Tu	- :30	\$2,500.00	NM		
→ See MG 40  →										
4 WISN 10		12 DWTS		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
		-								
·	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02/				Tue 9-10p		:30		NM	2	\$4,400.00
<u>Start Date</u> Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-1	1	\$2,200.00						
Week: 10/15/12	10/14/12	_1	0 1	\$0.00						
	te Range	Description	•	\$2,200.00 Start/End Time	10/4 #10-1	1 0	<b>5</b> /	_		
		<u>Description</u> 12 PrivatePrac		Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Type</u>		
2 VVISIV 10/ Credited	10/12/10/21/	iz FilvaleFial	we	Tue 9-10p	-Tu	- :30	<del>\$2,200.00</del>	NM		
Week: 10/22/12	10/28/12		0	\$0.00						
<del>-</del>			-	40.00						

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Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision 10/03/12 / 10/03/12

www.wisn.com	Democratic Senatorial Ca	10/03/12 / 10/03/12			
	Spots/				
*Line Ch Start Date End Date Description	Start/End Time Days Length Week Rate	Type Spots	Amount		
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         -1         1	<u>Rate</u> \$2,200.00				
42 WISN 10/16/12       10/30/12       HappyEnd         Start Date       End Date       Weekdays       Spots/Week         Week: 10/15/12       10/21/12       -1       1         Spot Ch       Date Range       Description	Tue 8-9p :30 <u>Rate</u> \$3,000.00 <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u>	NM 2	\$6,000.00		
1 WISN 10/15/12-10/21/12 HappyEnd Credited	Tue 8-9p -Tu :30 \$3,000.00	NM			
Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121 1	230p-6p :30 <u>Rate</u> \$7,000.00	<b>NM</b> 1	\$7,000.00		
44 WISN 11/03/12       11/03/12       ABC Prime College Footbal         Start Date       End Date       Weekdays       Spots/Week         Week:       10/29/12       11/04/12      2-       2	7-1030p :30 <u>Rate</u> \$1,300.00	NM 2	\$2,600.00		
45 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	9-930A :30 <u>Rate</u> \$225.00	NM 2	\$450.00		
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p :30 <u>Rate</u> \$350.00	NM 1	\$350.00		
47 WISN 11/06/12 11/06/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p :30 <u>Rate</u> \$350.00	NM 1	\$350.00		
48 WISN 10/15/12 11/05/12 Late News 10PM  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	10-1030p :30 <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00	NM 4	\$6,400.00		
Week: 11/05/12     11/11/12       49 WISN 10/15/12     11/05/12     The View       Start Date     End Date     Weekdays     Spots/Week       Week: 10/15/12     10/21/12     1     1       Week: 10/29/12     11/04/12     1     1       Week: 11/05/12     11/11/12     1     1	\$1,600.00  10-11am :30  Rate \$500.00 \$500.00 \$500.00 \$500.00	NM 4	\$2,000.00		
50 WISN 11/06/12         11/06/12         The View           Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	10-11am :30 <u>Rate</u> \$500.00	NM 1	\$500.00		
51     WISN 10/15/12     11/05/12     ANDERSON COOPER       Start Date     End Date     Weekdays     Spots/Week       Week: 10/15/12     10/21/12     1     1       Week: 10/22/12     10/28/12     1     1       Week: 10/29/12     11/04/12     1     1       Week: 11/05/12     11/11/12     1     1	M-F 11A-12P :30 Rate \$225.00 \$225.00 \$225.00 \$225.00	NM 4	\$900.00		
52 WISN 10/29/12 11/05/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1	3-4p :30 <u>Rate</u> \$500.00	NM 2	\$1,000.00		

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Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	inots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$500.00				.,,,,,	, poto	/ arrount
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p	•	:30		NM	4	# <b>500.00</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00				1		
54 WISN 10/29	/12 11/05/	12 DR. OZ	···	4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15		12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, ,,,,,,,,,,,
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				ŀ		
Week: 11/05/12	11/11/12		1	\$1,000.00						
56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$350.00 \$350.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00				l		
Week: 11/05/12	11/11/12	1	1	\$350.00				- 1		
57 WISN 10/08			C		· · · · · · · · · · · · · · · · · · ·					
Start Date	End Date	12 News M-F Weekdays	Spots/Week	6-630pm		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1 1	<u>Rate</u> \$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/	/12 11/05/	2 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	7	φ4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/			6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/			ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdaγs</u> 1	Spots/Week 1	Rate						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00 \$850.00						
	***************************************					<del></del>				
61 WISN 10/08/ Start Date			ing America	7-9a		:30		NM	5	\$5,000.00
Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$1,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00				-		
								1		

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357

Totals

\$321,300.00



	Contract / Revision	Alt Order #			
	939457 / 3	06262067			
Contract Dates	Product	Estimate #			
10/02/12 - 11/06/12	DSCC-IE	1533			

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

		Crotal			<del></del>
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Туре	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			-	
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate		**		Ψ1,000.00
Week: 11/05/12 11/11/12 -1 1	\$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	NM	4	\$1,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				, ,
Week: 10/15/12 10/21/12 1 1	\$450.00				
Week: 10/22/12 10/28/12 1 1	\$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00		1		
Week: 11/05/12 11/11/12 1 1	\$450.00				
N 64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				* 1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00				
N 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate				Ψ1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,500.00				
N 66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate		`	•	Ψ0,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
N 67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate		1		ΨΟΟ.00
Week: 10/01/12 10/07/12TF 1	\$350.00				
N 68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate		, 4141	•	Ψ230.00
Week: 10/01/12 10/07/12S- 1	\$250.00				
N 69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1.4141	'	Ψ200.00
Week: 10/01/12 10/07/12S 1	\$200.00				
N 70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800,00
Start Date End Date Weekdays Spots/Week	Rate			_	Ψ000.00
Week: 10/01/12 10/07/12TF 2	\$400.00				
N 71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate		1 2161	,	Ψ1,500.00
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
N 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 103	51 :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate	-1	1 4141	'	\$250.00
Week: 10/01/12 10/07/12S- 1	\$250.00				

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 256 \$231,600.00 \$196,860.00 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 357 \$321,300.00 \$273,105.00

Signature:	Date:	

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

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	Contract / Re	visio	<u> </u>	Alt Order #				
	939457	1	3	06262067				
Contract Dates	Product			Estimate #				
10/02/12 - 11/06/12	DSCC-IE			1533				
Advertiser			Orig	inal Date / Revision				
Democratic Senatorial	Ca		10/03/12 / 10/03/12					

CONTRACT

Product Code

53

Advertiser Ref

## Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 1 4 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 10/04/12 / 10/04/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office Will Hildebrandt WISN HRP -Washingt Special Handling Demographic Adults 35+

Advertiser Code

49

Snote/

IDB#

8091

Agency Ref

						Spots/				
		ate Description	on	Start/End Time	Days	Length Week	Rate	Type \$	pots	Amount
1 WISN 10/02			ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						ΨΟ,ΟΟΟ.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02			10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						T= 1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02				10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/				1030p-11p	7 111	:30		NM	5	\$4,750.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00				İ		
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00	***************************************					
5 WISN 10/02/				11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				- 1		,
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				j		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067		
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533		
Advertiser	Oi	riginal Date / Revision		

Democratic Senatorial Ca

				50111		CHACOHAI OL			, ,	
						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						<u> </u>
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				- 1		7-17-01-4
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				l		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00				- 1		
7 WISN 10/09	/12 11/02/	12 THE CHEV	V	12P-1P		:30	*****	NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ū	Ψ=1-100.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				1		
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE COI	JRIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7 1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/ <sup>-</sup>	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						40,000,00
Week: 10/01/12	10/07/12	<del>-</del> TWTF	2	\$500.00				ĺ		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02		12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	/12 11/02/ <sup>-</sup>	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						÷ · ·,000.00
Week: 10/01/12	10/07/12	<del>-</del> TWTF	2	\$1,000.00				ı		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				Į.		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/	/12 11/02/	12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1 4141	13	φυ,ΖΟυ.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						
								1		

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

				<u> </u>			I			
*Line Ch Start	Date End [	Date Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				1,760	pote	, anount
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	6p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					,	\$10,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				}		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12 10/14/12	-TWTF	2	\$1,000.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	3	\$1,000.00						
Week: 10/22/12	10/21/12	-TWTF	3 3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00 \$1,000.00						
15 WISN 10/02		***************************************		···						
Start Date	/12 11/02/ End Date	ı∠ Entertainn Weekdays	nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$850.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/	12 Good Mor	ning America	7-9a		:30		NM	21	\$24 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		(Alvi	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02				9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,=
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/13/12	10/21/12 10/28/12	-TWTF -TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	3 4	\$450.00						
			4	\$450.00						
18 WISN 10/26/ Start Date	12 10/26/1 End Date	12 2020 Weekdays	Spots/Week	Fri 9-10p		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	1	1	<u>Rate</u> \$3,000.00				1		
19 WISN 10/08/		12 Dancing		Prime Other		:30	***************************************	NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		' ' ' ' '	J	Ψ <b>2</b> 0,000.00
Week: 10/08/12	10/14/12	1	1	\$5,00 <del>0.00</del>						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
								_		

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/04/12 / 10/04/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description 3 WISN 10/22/12-10/28/12 Dancing	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12 Dancing See MG 19.6	Prime Other	M: :30 \$5,000.00	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: 30 \$5,000.00	NM	
⊕ MG for 19.3 10/22	шон тор	.50 \$5,000.50	14141	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate			,
Week: 10/22/12	\$4,000.00	Alternative to the man	_	
Spot Ch Date Range Description  1 WISN 10/22/12-10/28/12 Castle	Start/End Time Mon 9-10p	Weekdays Length Rate	<u>Type</u>	
Credited Castle	101011 9-10μ	M :30 \$4 <del>,000.00</del>	NM	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			40,000.00
Week: 10/01/12	\$600.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00 \$600.00			
N 22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230р-6р	Sa :30 \$ <del>6,500.00</del>	NM	
See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER	220- 6-	Sa :30 \$6.500.00		
(f) MG for 22.1 10/13	230p-6p	Sa :30 \$6,500.00	NM	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	#D 500 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14IVI 5	\$2,500.00
Week: 10/01/12 10/07/121 1	\$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$500.00 \$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a		-00		
Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1	<u>Rate</u> \$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00 \$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			

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Contract / Revision Alt Order # 939457 06262067 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days Length Week	Rate	Type S <sub>1</sub>	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				***************************************	
26 WISN 10/06	/12 11/03/ <sup>-</sup>	12 Sat GMA		6-7a	:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				Ū	40,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00					
Week: 10/08/12	10/14/12	1-	1	\$600.00					
Week: 10/15/12	10/21/12	1-	1	\$600.00					
Week: 10/22/12	10/28/12	1-	1	\$600.00					
Week: 10/29/12	11/04/12	1-	1	\$600.00					
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p	:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				_	+1,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00					
Week: 10/22/12	10/28/12		0	\$0.00					
Week: 10/29/12	11/04/12	1-	1	\$500.00					
28 WISN 10/13/	/12 10/27/1	12 Sat 630-7p		630-7p	:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				_	Ψ2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00			1		
Week: 10/15/12	10/21/12		0	\$0.00					
Week: 10/22/12	10/28/12	1-	1	\$1,000.00					
29 WISN 10/06/	12 10/20/1	12 ABC Prime	College Footbal	7-1030p	:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			, ,,,,	J	Ψο,σοσ.σο
Week: 10/01/12	10/07/12	1-	1	\$1,000.00					
Week: 10/08/12	10/14/12		0	\$0.00					
Week: 10/15/12	10/21/12	2-	2	\$1,000.00					
30 WISN 10/13/	12 11/03/1	12 News Sat 7	-9a	7-9am	:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				•	Ψ1,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00					
Week: 10/15/12	10/21/12	1-	1	\$450.00					
Week: 10/22/12	10/28/12	<b>1-</b>	1	\$450.00					
Week: 10/29/12	11/04/12	1-	1	\$450.00			- 1		
31 WISN 10/07/	12 11/04/1	12 Late News	10pm	10p-1030p	:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				•	ΨΟ,ΟΟΟ.ΟΟ
Week: 10/01/12	10/07/12	1	1	\$1,600.00					
Week: 10/08/12	10/14/12	1	1	\$1,600.00					
Week: 10/15/12	10/21/12	1	1	\$1,600.00					
Week: 10/22/12	10/28/12	1	1	\$1,600.00			- 1		
Week: 10/29/12	11/04/12	1	1	\$1,600.00			- 1		
32 WISN 10/14/	12 11/04/1	2 Late News	SU 1030PM	1030p-11p	:30	· · · · · · · · · · · · · · · · · · ·	NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				7	Ψ5,600.00
Week: 10/08/12	10/14/12	<del>1</del>	1	\$950.00					
Week: 10/15/12	10/21/12	1	1	\$950.00			l l		
Week: 10/22/12	10/28/12	1	1	\$950.00					
Week: 10/29/12	11/04/12	1	1	\$950.00					
33 WISN 10/14/	12 11/04/1	2 Su 458-6a		458-6AM	:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.00		1 4141	7	ψουυ.υυ
Week: 10/08/12	10/14/12	1	1	\$200.00					
Week: 10/15/12	10/21/12	1	1	\$200.00					
Week; 10/22/12	10/28/12	1	1	\$200.00					
Week: 10/29/12	11/04/12	1	1	\$200.00					
34 WISN 10/07/	12 11/04/1	2 News Sun 5	30pm	530-6p	:30		NM	5	ቁን ደብብ ሳሳ
.,***			· - le	-30 Op	.50		1 AINI	J	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	<u>O</u> i	iginal Date / Revision

**Democratic Senatorial Ca** 

thing Ob Oracl	D.4. E-4.D	ata Basadata		0	_	Spot				
*Line Ch Start		<del>'''</del>		Start/End Time	Days	Length Wee	k Rate	TypeS	pots	Amount
Start Date Week: 10/01/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						•
Week: 10/08/12	10/07/12 10/14/12	1	1	\$500.00						
Week: 10/15/12	10/14/12	1	1	\$500.00						
Week: 10/22/12	10/21/12	1	1	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00 \$500.00						
			I						_	
35 WISN 10/07 Start Date	/12 11/04/ <sup>-</sup> End Date		Snota Milank	6-7a		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	<u>Weekdaγs</u> 1	Spots/Week 1	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21		12 Once		Sun 7-8p	<del></del>	:30		NINA	4	00 500 05
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/1	12 News Sun 7	7-9a	7-9am		:30		NM	5	00 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14	/12 11/04/1	12 This Week	With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	Ψ2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	<b>-</b>	0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09/		12 DanceResu	Its	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						+ 1000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00	4.4					
40 WISN 10/02/		12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						
	10/07/12 ite Range	-1	. 1	\$2,500.00			<b></b> .	_		
		<u>Description</u> 12 HappyEnd/	<u> </u>	Start/End Time	<u>Weekda</u>		Rate	<u>Type</u>		
		rız парру⊏пи		Tue 8-9p	-Tu	:30	\$ <del>2,500.00</del>	NM		
See MG 40 3 WISN 10		/12 DWTS Res	sults	Tue 8-9p	-Tu	: :30	¢2 500 00	A 14 A		
See MG 4		2.77.01163		τας σ-σμ	1 U	30	\$2,500.00	NM		
4 WISN 10		/12 DWTS		Tue 7-8p	-Tu	:30	\$2,500.00	NM		
MG for 40.						.00	ψ <u>-</u> ,000.00	14141		
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02/	/12 10/30/1	12 PrivatePrac	tice	Tue 9-10p		:30		NM	2	\$4.400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	4	\$4,400.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
								-		

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10/04/12 / 10/04/12



Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

**Democratic Senatorial Ca** 

				DOIL	iooiatio oc	ilatoliai Ce		10,01,12	, 10	77712
						Spo	te/			
*Line Ch Start	Date End [	Date Descriptio	n	Start/End Time	Days	Length Wee		Type S <sub>i</sub>	oots	Amount
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
	ate Range	<u>Description</u>		Start/End Time	<u>Weekday</u>	s <u>Length</u>	Rate	Type		
		7/12 PrivatePra	ctice	Tue 9-10p	-Tu	:30	\$2,200.00	NM		
See MG 4							•			
_4 WISN 10	0/01/12-10/07	7/12 Scandal		Thu 9-10p	Th-	:30	\$2,200.00	NM		
(h) MG for 41										
Week: 10/08/12	10/14/12	<b></b>	0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
	ate Range	Description		Start/End Time	Weekday	s <u>Length</u>	<u>Rate</u>	<u>Type</u>		
	0/15/12-10/21	1/12 PrivatePra	ctice	Tue 9-10p	-Tu	:30	\$2,200.00	NM		
Credited	40/00/40							1		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
42 WISN 10/16				Tue 8-9p		:30		NM	2	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, =
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
	ate Range	<u>Description</u> //12 HappyEnd		Start/End Time	Weekday		Rate	<u>Tvpe</u>		
Credited	// 13/12-10/21	712 нарру⊵по		Tue 8-9p	-Tu	:30	<del>\$3,000.00</del>	NM		
Week: 10/22/12	10/28/12	-1	4	#2 000 00						
Week: 10/29/12	11/04/12	-1	1 1	\$3,000.00						
				\$3,000.00						
43 WISN 10/27				230p-6p		:30		NM	1	\$7,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$7,000.00						
44 WISN 11/03	***************************************				······					
Start Date	End Date	12 ABC Prime				:30		NM	2	\$2,600.00
Week: 10/29/12	11/04/12	Weekdays 2-	Spots/Week 2	<u>Rate</u> \$1,300.00						
45 WISN 10/28		12 Sun 9-930A			······································					
Start Date	End Date	Weekdays	Spots/Week	9-930A		:30		NM	2	\$450.00
Week: 10/22/12	10/28/12	2	2	Rate \$225.00						
46 WISN 10/22	/12 10/22/-	12 Canaral Has		2-3pm/1-2p		.00			_	
Start Date	End Date	Weekdays	Spots/Week	Z-Spm/1-2p Rate		:30		NM	1	\$350.00
Week: 10/22/12	10/28/12	1	1	\$350.00						
47 WISN 11/06	/12 11/06/	12 General Hos	nital			-00				
Start Date	End Date	Weekdays	Spots/Week	2-3pm/1-2p <u>Rate</u>		:30		NM	1	\$350.00
Week: 11/05/12	11/11/12	-1	1	\$350.00						
48 WISN 10/15	/12 11/05/1	12 Late News 1	ODM.	10-1030p		-20		10.4		
	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15/	/12 11/05/1	2 The View		10-11am	····	:30	<del> </del>	NM	A	\$2.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	4	\$2,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00				ı		
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00				ı		
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06/	/12 11/06/1	2 The View		10-11am		:30		NM	1	\$500.00
								1	•	φυσο.σσ

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					1	
Week: 11/05/12	11/11/12	-1	1	\$500.00						
51 WISN 10/15			ON COOPER	M-F 11A-12P		:30		NM	4	\$900.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week 1	Rate						
Week: 10/22/12	10/21/12	1	1	\$225.00 \$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	i 1	\$225.00						
52 WISN 10/29	/12 11/05/	12 3-4p		3-4p		:30		NM	2	#4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u> -1	Spots/Week	Rate						,
Week: 11/05/12	11/11/12		1	\$500.00						
54 WISN 10/29/				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
Week; 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15/		12 News M-F		5-530pm		-20		N. a		
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/		12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date	Weekdays 1	Spots/Week	Rate						
Week: 10/13/12	10/21/12 10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00 \$350.00				- 1		
57 WISN 10/08/		12 News M-F	60						_	
Start Date	End Date	Weekdays	Spots/Week	6-630pm Rate		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00				i		
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	11	\$1,200.00						
58 WISN 10/15/				6-7A		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		•
Week: 10/13/12	10/21/12 10/28/12	1 1	1	\$1,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00 \$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/						.20				
Start Date	End Date	Weekdays	Spots/Week	6-7A Rate		:30		NM ·	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/		2 Entertainm	ent Tonight	630p-7pm		:30		NM	•	PO 550 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IAIAI	3	\$2,550.00
		<del></del> _								

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357

\$321,300.00

Totals



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>Q</u> ı	riginal Date / Revision

www.wisn.com		<u>cruser</u>	10/04/12 / 10/04/12			
	Dem	nocratic Senatorial Ca	10/04/12	/ 10	/04/12	
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type S	pots	Amount	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$850.00					
Week: 10/29/12 11/04/12 1 1	\$850.00					
Week: 11/05/12 11/11/12 1 1	\$850.00					
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM	5	<b>\$5,000,00</b>	
Start Date End Date Weekdays Spots/Week	Rate	.50	14141	J	\$5,000.00	
Week: 10/08/12 10/14/12 1 1	\$1,000.00					
Week: 10/15/12 10/21/12 1 1	\$1,000.00					
Week: 10/22/12 10/28/12 1 1	\$1,000.00					
Week: 10/29/12 11/04/12 1 1	\$1,000.00		]			
Week: 11/05/12 11/11/12 1 1	\$1,000.00					
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	NM	1	\$1,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00		ŀ			
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week	9-10am	:30	NM	4	\$1,800.00	
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$450.00		:			
Week: 10/22/12 10/28/12 1 1	\$450.00					
Week: 10/29/12 11/04/12 1 1	\$450.00					
Week: 11/05/12 11/11/12 1 1	\$450.00		1			
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1	\$1,000,00	
Start Date End Date Weekdays Spots/Week	Rate	.00	14101	1	\$1,000.00	
Week: 10/01/12 10/07/12S- 1	\$1,000.00		1			
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM	1	\$1,500.00	
Start Date End Date Weekdays Spots/Week	Rate			•	Ψ1,000.00	
Week: 10/01/12 10/07/12S- 1	\$1,500.00					
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p	:30	NM	1	\$3,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Rate					
	\$3,000.00					
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A	:30	NM	1	\$350.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	<u>Rate</u> \$350.00					
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	.00			-	
Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$250.00	
Week: 10/01/12 10/07/12S- 1	\$250.00					
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00	
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	'	\$200.00	
Week: 10/01/12 10/07/12S 1	\$200.00					
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00	
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			-	Ψ000.00	
Week: 10/01/12 10/07/12TF 2	\$400.00					
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	Rate		1			
	\$1,500.00					
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	5  :30	NM	1	\$250.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125- 1	<u>Rate</u> \$250.00		- 1			
10/01/12	φΖΰΟ.ΟΟ					

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	Contract / Revisio 939457 /	n Alt Order # 4 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria	I Ca	Original Date / Revision 10/04/12 / 10/04/12

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00		
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00		
Totals	357	\$321,300.00	\$273,105.00		

Signature:	Date:	
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## CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

\*Line Ch Start Date End Date Description

Start Date

Week: 10/01/12 Week: 10/08/12 End Date

10/07/12

10/14/12

Weekdays

-TWTF--

-TWTF--

	Contract / Rev	ision	Alt C	Alt Order #			
	939457	/ 5	0626	62067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
Advertiser			Origina	I Date /	Revision		
Democratic Senatorial Ca	ampaign Com	mittee	10/05	5/12 /	/ 10/05/12		
	Billing Cycle	Billing	Calenda	3.[	Cash/Trade		
	EOM/EOC	Broado	cast		Cash		
	<u>Station</u>	Accou	nt Execu	<u>ıtive</u>	Sales Office		
	WISN	Will Hi	Idebrand	dt	HRP -Washingte		
	Special Hand	ling					
	Demographic						
	Adults 35+						
	IDB#	Advert	iser Cod	<u>de</u>	Product Code		
	8091	49			53		
	Agency Ref		Ad	vertiser	Ref		
		*****					

Rate

Type Spots

Amount

Spots/

Length Week

NM \$3,500.00 WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 \$350.00 10/07/12 2 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--NM 15 \$24,000.00 10-1030p :30 WISN 10/02/12 11/02/12 Late News 10PM End Date Weekdays Spots/Week Rate Start Date 10/07/12 -TWTF--2 \$1,600.00 Week: 10/01/12 2 \$1,600.00 -TWTE--Week: 10/08/12 10/14/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/15/12 3 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--Week: 10/29/12 \$1,600.00 11/04/12 -TWTF--4 10-11am :30 NM 14 \$7,000.00 WISN 10/02/12 11/02/12 The View Start Date End Date Weekdays Spots/Week Rate \$500.00 Week: 10/01/12 10/07/12 -TWTF--2 2 \$500.00 -TWTF--Week: 10/08/12 10/14/12 3 \$500.00 -TWTF--Week: 10/15/12 10/21/12 3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--\$500.00 -TWTF--4 Week: 10/29/12 11/04/12 NM \$4,750.00 Late News 1030PM :30 1030p-11p WISN 10/02/12 11/02/12 Spots/Week **End Date** <u>Weekdays</u> Rate Start Date Week: 10/01/12 10/07/12 -TWTF--\$950.00 1 10/14/12 -TWTF--1 \$950.00 Week: 10/08/12 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 \$950.00 11/04/12 -TWTF--1 Week: 10/29/12 :30 NM 8 \$6,000.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p

Start/End Time

Days

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Rate \$750.00

\$750.00

Spots/Week

1

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 06262067 939457 / 5

Estimate # Product Contract Dates DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start [	Date End Da	ate Descriptio	1	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	<u>End Date</u> 10/21/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u> \$750.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02/			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						** *** **
7 WISN 10/09/				12P-1P		:30		NM	8	\$2,400.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/1	12 KATIE COI	JRIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	-TWTF -TWTF	2 2	\$400.00				1		
Week: 10/29/12	11/04/12					:30		NM	10	\$5,000.00
9 WISN 10/02	/12 11/02/ <sup>/</sup> End Dat <u>e</u>	12 3-4p Weekda <u>ys</u>	Spots/Week	3-4p <u>Rate</u>		.50		''''	10	Ψ0,000.00
<u>Start Date</u> Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				Ì		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00			100001			
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/08/12	10/14/12 10/21/12	-TWTF -TWTF	2 2	\$600.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$600.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00				1		
11 WISN 10/02			5p	5-530pm		:30	······································	NM	14	\$14,000.00
Start Date		Weekdays	Spots/Week	<u>Rate</u>				ŀ		
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				L 1 E F	4.5	<b>ቀ</b> ደ ዕድል ልን
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$350.00						
Week: 10/01/12	10/07/12	-TWTF	3	\$350.00						
9 9 CON. 10/00/12			-	+						

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Alt Order # Contract / Revision / 5 06262067 939457 Product Estimate # Contract Dates

10/02/12 - 11/06/12 DSCC-IE 1533 Original Date / Revision

<u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

Spots/

*Line Ch Start l	Date End Da	ate Descriptio	n	Start/End Time	Days	Spots/ Length Week	Rate	Type S <sub>1</sub>	oots	Amount
		Weekdays	Spots/Week	Rate						
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	-TWTF	3	\$350.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	3	\$350.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
	·····		en .	6-630pm		:30		NM	14	\$16,800.00
13 WISN 10/02	/12 11/02/1 End Date	2 News M-F Weekdays	Spots/Week	Rate		.50			• •	4.5,000.00
Start Date Week: 10/01/12	10/07/12	-TWTF	2	\$1,20 <u>0.00</u>						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02	/12 11/02/1	2 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				ŀ		
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				i		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/1	12 Entertainm	ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00	Monteda	un Longth	Date	Type		
	ate Range	<u>Descriptio</u>		Start/End Time	Weekda -TuWTh		<u>Rate</u> \$850.00	NM		
1 WISN 10 See MG 2	)/01/12-10/07. 22 6	712 Entertainn	nent Tonight	630p-7pm	- IUWIN	.50	<del>\$500.00</del>	, , , , , ,		
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00				1		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	2/12 11/02/	12 Good Morr	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00				l		
Week: 10/29/12	11/04/12	-TWTF	55	\$1,000.00						
17 WISN 10/02	2/12 11/02/	12 LIVE WITH		9-10am		:30		NM	14	\$6,300.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00 \$450.00						
Week: 10/15/12	10/21/12	-TWTF	3 3	\$450.00				ļ		
Week: 10/22/12	10/28/12 11/04/12	-TWTF	4	\$450.00						
Week: 10/29/12		-TWTF	+	Fri 9-10p		:30		NM	1	\$3,000.00
18 WISN 10/26		12 2020 Weekd <u>ays</u>	Spots/Week	Rate		.50		14101	'	Ψ0,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>vveexdays</u> 1	<u> 5pois/vveek</u> 1	\$3,000.00						
19 WISN 10/08				Prime Other		:30		NM	5	\$25,000.00
Start Date		Weekdays	Spots/Week	Rate		.50		/	-	,
Week: 10/08/12	10/14/12	1	1	\$5,000.00				ŀ		
Week: 10/15/12	10/21/12	1	1	\$5,000.00				ı		

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759 N. 19th Street Milwaukee, WI 53233

Alt Order# Contract / Revision 06262067 939457 / 5 Estimate # Product Contract Dates DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

	- 45 17	Spots/	Type Spote	Amount
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$5,000.00			
Week: 10/22/12 10/28/12 1 1 Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M::30 \$5,000.00	NM	
See MG 19.6				
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
MG for 19.3 10/22				
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00	00	NM 1	\$4,000.00
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	IAIAI	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited				
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$600.00 \$600.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	
Week: 10/08/12 10/14/121- 1	\$6,500.00	Deta	Tuna	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Tγpe</u> <i>NM</i>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$ <del>6,500.00</del>	1410)	
See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30 \$6,500.00	NM	
(B) MG for 22.1 10/13	200p op			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$500.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00	NM	
See MG 23.6 6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
(ii) MG for 15.1,23.1	1000p-11p	PH WITH		
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/08/12 10/14/121- 1	\$200.00 \$200.00			
1766K. 10/10/12	\$200.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$200.00			
7100(0.10720712 1110772	6-630pm	:30	NM 5	\$3,500.00
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	0-030pm	.00	1	. ,

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Contract / Revision Alt Order# 06262067 939457 / 5

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End Da	ate Description		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week 1	<u>Rate</u> \$700.00						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/14/12	1-	1	\$700.00						
Week: 10/13/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
26 WISN 10/06/	/12 11/03/1	2 Sat GMA		6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00				1		
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00				ŀ		
Week: 10/29/12	11/04/12	1-	1	\$600.00				111.4	_	#4 000 00
27 WISN 10/20/		•	Cuntallande	630p-7p		:30		NM	2	\$1,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 10/13/12	10/28/12		o O	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/		2 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			_	+=,+00.00
Week: 10/08/12	10/14/12	1-	1	\$1,00 <del>0.00</del>						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06	/12 10/20/1		College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1 <del>-</del>	1	\$1,000.00						
Week: 10/08/12	10/14/12	2-	0	\$0.00						
Week: 10/15/12	10/21/12		2	\$1,000.00		.00				<b>#4 BOO BO</b>
30 WISN 10/13			-9a Spots/Week	7-9am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spois/vveek 1	<u>Rate</u> \$450.00				1		
Week: 10/15/12	10/21/12	1-	1	\$450.00				Į.		
Week: 10/22/12	10/28/12	<b>1</b> -	1	\$450.00						
Week: 10/29/12	11/04/12	<b>-1-</b>	1	\$450.00						
31 WISN 10/07	/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	. <u>Rate</u>						,
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	<b>1</b>	1	\$1,600.00						
32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$950.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	1 1	1	\$950.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14			-	458-6AM		:30		NM	4	\$800.00
Start Date		Weekdays	Spots/Week	Rate		.00		1 4141	•	\$500.00
<u> </u>			*F	<u>. 1515</u>				•		

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Alt Order# Contract / Revision 939457 06262067

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 **Democratic Senatorial Ca** 

						Spots	s/			
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	k Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00			***************************************			
34 WISN 10/07			,	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	<u>-</u>	1	\$500.00						
Week: 10/08/12	10/14/12 10/21/12	1	l 4	\$500.00 \$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00				Į.		
			I					NINA	-	£0.000.00
35 WISN 10/07			Casta 061a ala	6-7a		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$400.00						
Week: 10/08/12	10/17/12	1	1	\$400.00						
Week: 10/15/12	10/14/12	1	1	\$400.00						
Week: 10/13/12	10/28/12	1	i 1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21		12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		7	•	42,000.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/	12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				ĺ		
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				l		
Week: 10/15/12	10/21/12	1	1	\$400.00				i		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00					_	
38 WISN 10/14			With George Ste			:30		MM	2	\$2,000.00
Start Date	End Date	Weekdays 1	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	T	0	\$1,000.00 \$0.00						
Week: 10/13/12 Week: 10/22/12	10/21/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
N 39 WISN 10/09			ılte	Tue 7-8p		:30		NM	3	\$12,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	71-,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Spot Ch Da	ate Range	<u>Description</u>	<u>n</u>	Start/End Time	Weekd:	<u>Length</u>	<u>Rate</u>	<u>Түре</u>		
1 WISN 10	0/08/12-10/14	V12 DanceRes	ults	Tue 7-8p	-Tu	:30	\$ <del>5,000.00</del>	NM		
See MG 3										
	)/08/12-10/14	/12 DWTS Re	sults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
⊕ MG for 40				<b>T B</b> C	_	**	00 500 00			
		/12 DWTS-Ju	ages Analysis	Tue 7-8p	<del>-</del> Tu	:30	\$2,500.00	NM		
⊕ MG for 40	•		^	<b>ድ</b> ለ ስለ						
Week: 10/15/12	10/21/12	-1	0	\$0.00 \$5,000.00						
Week: 10/22/12	10/28/12		ι			.00		NIE S	4	<b>60 500 00</b>
N 40 WISN 10/02			Spots/Week	Tue 8-9p		:30		NM	1	\$2,500.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -1	Spots/vveek 1	<u>Rate</u> \$2,500.00						
VVCCK, 10/01/12	10/0//12	<b>1</b>	J	Ψ£,000.00						

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 Contract / Revision
 Alt Order #

 939457 / 5
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/05/12 / 10/05/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd	<u>Rate</u> <u>Start/End Time</u> Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$2,500.0€	· ——	*****
See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu: :30 \$2,500.00	NM NM	
See MG 40.4     4 WISN 10/01/12-10/07/12 DWTS     NO 6 140 0 40/00	Tue 7-8p	-Tu: :30 \$2,500.00	MM	
⊕ MG for 40.3 10/02  Week: 10/08/12 10/14/12 -1 1      Spot Ch Date Range Description      □ De	\$2,500.00 Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 HappyEnd See MG 39.3.39.4	Tue 8-9p	-Tu:30 \$2,500.00		
41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week	Tue 9-10p Rate	:30	NM	2 \$4,400.00
Week: 10/01/12 10/07/12 -1 1 <u>Spot Ch Date Range Description</u>	\$2,200.00 Start/End Time	Weekdays Length Rat		
1 WISN 10/01/12-10/07/12 PrivatePractice See MG 41.4	Tue 9-10p	-Tu :30 \$2,200.0		
4 WISN 10/01/12-10/07/12 Scandal      MG for 41.1 10/02	Thu 9-10p	Th :30 \$2,200.0	) NM	
Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1	\$0.00 \$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rat	e <u>Type</u>	
2 WISN 10/15/12-10/21/12 PrivatePractice Credited	Tue 9-10p	-Tu :30 \$2,200.0	) NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2 \$6,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/15/12 10/21/12 -1 1	\$3,000.00 Start/End Time	Weekdays <u>Length</u> <u>Rai</u>	e Type	
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.6		
Credited			l	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM	1 \$7,000.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/121-1	Rate \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal		:30	NM	2 \$2,600.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        2-         2	<u>Rate</u> \$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM	2 \$450.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/1222	<u>Rate</u> \$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM	1 \$350.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/1211	Rate \$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM	1 \$350.00
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         -1         1	<u>Rate</u> \$350.00			

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Contract / Revision Alt Order # 06262067 939457

Estimate# Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start Da	te End Da	te Description	I	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date E	nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
48 WISN 10/15/12	11/05/12	Late News 1	0PM	10-1030p		:30		NM	4	\$6,400.00
	nd Date	<u>Weekdays</u>	Spots/Week	Rate						
	0/21/12	1	1	\$1,600.00				,		
	0/28/12	1	1	\$1,600.00				- 1		
	1/04/12	1	1	\$1,600.00						
Week: 11/05/12 1	1/11/12	1	1	\$1,600.00						
49 WISN 10/15/12				10-11am		:30		NM	4	\$2,000.00
<del></del>	End Date	Weekdays	Spots/Week	Rate						
	10/21/12	1	1	\$500.00 \$500.00						
	0/28/12  1/04/12	1	1	\$500.00				1		
	1/1/1/12	1	1	\$500.00						
	,			10-11am		:30		NM	1	\$500.00
50 WISN 11/06/12 Start Date E	End Date	Weekdays	Spots/Week	Rate		.50		1 1101	•	4000.00
	11/11/12	-1	1	\$500.00						
51 WISN 10/15/12		2 ANDERSON	I COOPER	M-F 11A-12P		:30		NM	4	\$900.00
-	End Date	Weekdays	Spots/Week	Rate						
	0/21/12	1	1	\$225.00				1		
Week: 10/22/12 1	10/28/12	1	1	\$225.00						
Week: 10/29/12 1	1/04/12	1	1	\$225.00						
Week: 11/05/12 1	11/11/12	1	11	\$225.00	•••					
52 WISN 10/29/12	11/05/12	2 3-4p		3-4p		:30		NM	2	\$1,000.00
	nd Date	<u>Weekdays</u>	Spots/Week	Rate						
	11/04/12	1	1	\$500.00						
Week: 11/05/12 1	11/11/12	1	1	\$500.00						
53 WISN 11/06/12		•		3-4p		:30		NM	1	\$500.00
	End Date	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00				1		
	11/11/12		- I			-00		NINA	^	¢4 000 00
54 WISN 10/29/12			On ata AMa ala	4P-5P		:30		NM	2	\$1,200.00
	End Date 11/04/12	Weekdays 1	Spots/Week	<u>Rate</u> \$600.00				- 1		
	11/11/12	1	1	\$600.00						
		2 News M-F 5	_	5-530pm		:30		NM	4	\$4,000.00
55 WISN 10/15/12 Start Date E	End Date	Z News M-F 5 Weekdays	Spots/Week	Rate		.50		, , , ,	_	Ψ+,000.00
	10/21/12	1	1	\$1,000.00						
	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/12	2 11/05/1	2 News M-F 5	a	5-6A		:30		NM	4	\$1,400.00
	End Date	Weekdays	Spots/Week	<u>Rate</u>						
	10/21/12	1	1	\$350.00						
- · · · ·	10/28/12	1	1	\$350.00						
	11/04/12	1	1	\$350.00						
	11/11/12	1	1	\$350.00						
57 WISN 10/08/12				6-630pm		:30		NM	5	\$6,000.00
	End Date	Weekdays	Spots/Week	Rate						
	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00					ı	

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Estimate # Product DSCC-IE 1533 10/02/12 - 11/06/12

<u>Advertiser</u> Original Date / Revision 10/05/12 / 10/05/12 Democratic Senatorial Ca

				Spots/				
*Line Ch Start Date End Date Description		Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
	ots/Week	Rate						
Week: 10/22/12 10/28/12 1	1	\$1,200.00						
Week: 10/29/12 11/04/12 1	1	\$1,200.00						
Week: 11/05/12 11/11/12 1		\$1,200.00				N13.4		64.000.00
58 WISN 10/15/12 11/05/12 News M-F 6a	-4-0641-	6-7A		:30		MM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week; 10/15/12 10/21/12 1	ots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12 10/28/12 1	1	\$1,000.00						
Week: 10/29/12 11/04/12 1	1	\$1,000.00						
Week: 11/05/12 11/11/12 1	1	\$1,000.00						
59 WISN 11/06/12 11/06/12 News M-F 6a		6-7A		:30		NM	1	\$1,000.00
	ots/Week	Rate						
Week: 11/05/12 11/11/12 -1	1	\$1,000.00						
60 WISN 10/22/12 11/05/12 Entertainment To	onight	630p-7pm		:30		NM	3	\$2,550.00
	ots/Week	Rate						
Week: 10/22/12 10/28/12 1	1	\$850.00						
Week: 10/29/12 11/04/12 1	1	\$850.00						
Week: 11/05/12 11/11/12 1	1	\$850.00					_	<b>*</b> 5 ***
61 WISN 10/08/12 11/05/12 Good Morning A		7-9a		:30		NM	5	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/08/12 10/14/12 1	ots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/06/12 10/14/12 1	1	\$1,000.00						
Week: 10/22/12 10/28/12 1	1	\$1,000.00						
Week: 10/29/12 11/04/12 1	1	\$1,000.00						
Week: 11/05/12 11/11/12 1	1	\$1,000.00						
62 WISN 11/06/12 11/06/12 Good Morning A	merica	7-9a		:30		NM	1	\$1,000.00
==	ots/Week	<u>Rate</u>						
Week: 11/05/12 11/11/12 -1	1	\$1,000.00						
63 WISN 10/15/12 11/05/12 LIVE WITH KEL	LY!	9-10am		:30		NM	4	\$1,800.00
	ots/Week	Rate						
Week: 10/15/12 10/21/12 1	1	\$450.00						
Week: 10/22/12 10/28/12 1	1	\$450.00 \$450.00						
Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	1	\$450.00 \$450.00						
				:30		NM	1 1	\$1,000.00
64 WISN 10/06/12 10/06/12 PostBadger Start Date End Date Weekdays Sp	ots/Week	PostBadger Rate		.30		IAIAI	<u>'</u>	Ψ1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sp</u> Week: 10/01/12 10/07/12S-	1	\$1,000.00						
65 WISN 10/06/12 10/06/12 BIG 12 BadgerP	ost	630-7p, 6-630p		:30		NM	1	\$1,500.00
Start Date End Date Weekdays St	ots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12S-	1	\$1,500.00					1	
66 WISN 10/04/12 10/04/12 LastResort		Thu 7-8p		:30		NM	1	\$3,000.00
	oots/Week 1	<u>Rate</u> \$3,000.00						
				-20		NINA	1	¢250.00
67 WISN 10/04/12 10/05/12 News M-F 5a	note/Minak	5-6A Pate		:30		NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sr</u> Week: 10/01/12 10/07/12TF	oots/Week 1	<u>Rate</u> \$350.00						
68 WISN 10/06/12 10/06/12 Sa 458-6a		456-6AM		:30		NM	1 1	\$250.00
	oots/Week	Rate		.50		1 4191		7200.00
Week: 10/01/12 10/07/12\$-	1	\$250.00						

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Contract Agreement Between: **WISN TV** 

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	1	Alt Order #
	939457 / !	5	06262067
Contract Dates	Product		Estimate #
10/02/12 - 11/06/12	DSCC-IE		1533

Advertiser	Original Date / Revision					
Democratic Senatorial Ca	10/05/12 / 10/05/12					

Spots/

		- Opotor			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$200.00				
Week: 10/01/12 10/07/12S 1	*				
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P	:30	NM	2	\$800.00
Start Date	Rate				
Week: 10/01/12	\$400.00				
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p	:30	NM	1	\$1,500.00
Start Date	<u>Rate</u>				
Week: 10/01/12 10/07/12TF 1	\$1,500.00				
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE	INSIDE HUD 1035	նլ :30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12 10/07/125- 1	\$250.00				
		Tota	ls	356	\$321,300.00

# of Spots **Gross Amount** Net Amount Time Period 10/01/12 -10/28/12 255 \$231,600.00 \$196,860.00 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 356 \$321,300.00 \$273,105.00

Signature:	Date:	
0.9	-	

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Product Code

53

Advertiser Ref

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	evision	Alt Orde	r #
	939457	/ 6	0626206	
Product	<del></del>			
DSCC-IE				
Contract Dates	Estimate #	<del>,</del>		
10/02/12 - 11/06/12	1533			
<u>Advertiser</u>			Original Dat	e / Revision
Democratic Senatorial	Campaign Com	nmittee	10/09/12	/ 10/09/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	cast	Cash
	Station	Account Executive		Sales Office
	WISN	Will Hildebrandt		HRP -Washingto
	Special Hand	ling		<del></del>
	İ			i

Advertiser Code

49

Demographic Adults 35+

IDB#

8091

Agency Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM Start Date End Date 10 \$3,500,00 <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 Start Date NM 13 \$20,800.00 End Date Spots/Week **Weekdays** Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600,00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600,00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

				Democratic Senatorial Ca			10/09/1	_	10/09/12	
*ling Ch Cta	t Data Cast	Data D		_		Spots/				
*Line Ch Start Start Date				Start/End Tim	ne Days	Length Week	Rate	Type:	Spots	Amount
Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 1	<u>Rate</u> \$950.00					*	
5 WISN 10/0	2/12 11/02	/12 Nightline	•	11p-1130p						
Start Date		Weekdays	Spots/Week	Rate		:30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				Ī		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				- 1		
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$750.00				Ī		
	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			ON COOPER	M-F 11A-12P		:30		NM	14	\$2.4E0.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate				****	1-4	\$3,150.00
Week: 10/08/12	10/07/12	-TWTF -TWTF	2	\$225.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3 3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00 \$225.00				- 1		
7 WISN 10/09										
Start Date	End Date	Weekdays	Spots/Week	12P-1P		:30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	<u> 2</u>	<u>Rate</u> \$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				ŀ		
8 WISN 10/02	/12 11/02/ <sup>-</sup>	12 KATIE CO	URIC	M-F 2-3P		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				l		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$400.00						
		-TWTF	2	\$400.00						
9 WISN 10/02/ Start Date		P		3-4p		:30		NM	10	\$5,000.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						90,000,00
Week: 10/08/12	10/14/12	-TWTF	2 2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/	12 11/02/1									
Start Date		Weekdays	Spots/Week	4P-5P <u>Rate</u>		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00				j		
11 WISN 10/02/		2 News M-F 5	р	5-530pm		:30		NIA.	4.4	0440====
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$1,000.00						
FFCGN. IUIZZIIZ	10/28/12	-TWTF	3	\$1,000.00						

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept as advertising which is pleased with a latest the desiries of the desiries of the sale of advertising time, and will accept as advertising which is pleased with a latest to desiries a station.



Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Start	Nata End I	Data Dagarint	i.a.u	0. 45 45	_	Spots				
Start Date	End Date	Weekdays	Spots/Week	Start/End Time Rate	Days	Length Week	Rate	Туре	Spots	Amount
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						-
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate					.0	ψυ,200.00
Week: 10/08/12	10/14/12	-TWTF	2 3	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	- 6p	6-630pm		.00				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				i		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$1,200.00						
· · · · · · · · · · · · · · · · · · ·	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02			_	6-7A		:30		NM	15	\$15,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -TWTF	Spots/Week	Rate					.0	\$15,000.00
Week: 10/08/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3 3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/	12 11/02/1	12 Entertainn	nent Tonight	····						
Start Date	End Date	Weekdays	Spots/Week	630p-7pm <u>Rate</u>		:30		NM	11	\$9,350.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
	<u>te Range</u>	Description	<u>on</u>	Start/End Time	<u>Weekd</u> ay	s <u>Length</u>	<u>R</u> ate	Туре		
1 WISN 10/	/01/12-10/07/	/12 Entertainr	ment Tonight	630p-7pm	-TuWThF		\$ <del>850.00</del>	NM		
See MG 23 Week: 10/08/12								,,		
Week: 10/05/12	10/14/12 10/21/12	-TWTF	2	\$850.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	2 3	\$850.00						
16 WISN 10/02/				\$850.00						
Start Date	End Date	Z Good Morr Weekdays	ning America	7-9a		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/1		2 LIVE WITH	KELLY!	9-10am		:30		NINA	4.4	
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3	\$450.00						
18 WISN 10/26/1			4	\$450.00						
	2 10/26/12 End Date	2 2020 <u>Week</u> days	Conta (M/+-1-	Fri 9-10p		:30		NM	1	\$3,000.00
	-na Date	**CENUAYS	Spots/Week	<u>Rate</u>						

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/ 10/09/12



	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria		Original Date / Revision 10/09/12 / 10/09/12

*Line Ch Start Date End Date Description	Start/End Time		ots/		
Start Date End Date Weekdays Spots/Week	Rate	Days Length We	ek Rate	Type Spots	Amount
Week: 10/22/12 10/28/121 1	\$3,000.00				
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30		NM 5	005 000
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1	Rate	.00		NM 5	\$25,000.00
10/only 40/45/40	\$5,000.00				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$5,000.00				
Spot Ch Date Range Description	\$5,000.00	10/1-1			
3 WISN 10/22/12-10/28/12 Dancing	Start/End Time Prime Other	Weekdays Length	Rate	<u>Type</u>	
See MG 19.6	i iiiie Otilei	М :30	\$ <del>5,000.00</del>	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30	\$5,000,00	NM	
⊕ MG for 19.3 10/22	·	.50	Ψ5,000.00	14161	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			- 1	
Week: 11/05/12 11/11/12 1 1	\$5,000.00			İ	
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30		NM 1	\$4,000,00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	Rate				\$4,000.00
Spot Ch Date Range Description	\$4,000.00				
1 WISN 10/22/12-10/28/12 Castle	Start/End Time Mon 9-10p	Weekdays Length	<u>Rate</u>	<u>Type</u>	
Credited	won 9-10p	M :30	\$4,000.00	NM	
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30			
Start Date End Date Weekdays Spots/Week	Rate	.50		NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00				
	\$600.00				
Work: 10/20/12	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
	\$600.00				
Ct-+ D-t	230р-6р	:30		NM 1	\$6,500.00
Week: 10/08/12	<u>Rate</u> \$6,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<b>5</b> .	_	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Weekdays Length	Rate	<u>Type</u>	
See MG 22.2	2007 00	3a50	<del>\$6,500.00</del>	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230р-6р	Sa :30	\$6,500.00	NM	
₩ MG for 22.1 10/13			40,000.00	14(4)	
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM 8	¢9 350 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u>			14141	\$8,250.00
Spot Ch Date Range Description	\$500.00				
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
See MG 23.6	6-630pm	Sa :30	\$500.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30	61 350 00		
MG for 15.1,23.1	. odop i tp	MTuWThF :30	\$1,350.00	NM	
Week: 10/08/12 10/14/121- 1	\$500.00			J	
				1	

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	T 0	
Start Date End Date Weekdays Spots/Week		Days Length Week Rate	Type Spots	Amount
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Tuno	-
2 WISN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30 \$500.00	<u>Type</u> <i>NM</i>	
7 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
8 WISN 10/10/12-10/12/12 Late News 1030PM  MG for 25.2,2.4,27.1,27.2,2.3,23,2	1030p-11p	wThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23,2	1030p-11p	WThF :30 \$1,500.00	NM	
10 WISN 10/13/12-10/13/12 Prime Nascar  → MG for 25.2,2.4,27.1,27.2,2.3,23.2	M-Su 6-1030PM	Sa :30 \$900.00	NM	
Week: 10/15/12 10/21/121 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date	Rate		7	\$600.00
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00 \$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm		<u> </u>	
Start Date End Date Weekdays Snots/Week	Rate	:30	NM 4	\$2,800.00
Week: 10/01/12 10/07/121 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30 \$700.00	NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00 \$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$600.00			
	\$600.00			
N 27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        1-         1	Rate			\$0.00
Spot Ch Date Range Description	\$500.00			
1 WISN 10/15/12-10/21/12 SA 630-7p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	630p-7p	Sa :30 \$500.00	NM	
Week: 10/22/12 10/28/120	\$0.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/29/12-11/04/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	630p-7p	<u>vveekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$500.00	Type NM	
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30		
	p	.Ju	NM 2	\$2,000.00

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Hearet television inc. does not discriminate in the spike of advertising time, and will account on advertising which is along the following the following the specified.



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	0	riginal Date / Revision

				De	mocratic S	enatorial Ca		10/09/12		0/09/12
*1.	<b></b>					Spots/				
*Line Ch Start			on	Start/End Time	e Days	Length Week	Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate					<del></del>	· miloune
Week: 10/15/12	10/14/12	1-	1 0	\$1,000.00						
Week: 10/22/12	10/28/12	1-	1	\$0.00						
29 WISN 10/06			e College Footba	\$1,000.00						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000,00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13			7-9a	7-9am		:30		NM	4	£4 550 00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u>				14141	**	\$1,800.00
Week: 10/15/12	10/14/12	1- 1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	- 1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00 \$450.00						
31 WISN 10/07/										
Start Date	End Date	Weekdays	Spots/Week	10p-1030p Rate		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	1	<u>opots/vveek</u> 1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/			SU 1030PM	1030p-11p		:30		NM	4	¢2 000 00
Start Date Week: 10/08/12	End Date	Weekdays 1	Spots/Week	<u>Rate</u>		100		INIVI	4	\$3,800.00
Week: 10/05/12	10/14/12 10/21/12	<b>-</b> 1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00 \$950.00				l		
33 WISN 10/14/	12 11/04/1	2 Su 458-6a	· · · · · · · · · · · · · · · · · · ·							
Start Date	End Date	Weekdays	Spots/Week	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	<del>1</del>	1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/1			30pm	530-6p		:30		NM	5	87 E00 00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week	<u>Rate</u>				ININ	IJ	\$2,500.00
Week: 10/01/12 Week: 10/08/12	10/07/12	_	1	\$500.00						
Week: 10/15/12	10/14/12	1 1	1	\$500.00						
Week: 10/22/12	10/28/12	1	! 1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00 \$500.00						
35 WISN 10/07/1			<u> </u>							
Start Date	End Date	Weekdays	Spots/Week	6-7a		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	<u>Rate</u> \$400.00				1		
	10/14/12	1	1	\$400.00						
* <b></b>	10/21/12	1	1	\$400.00						
	10/28/12	1	1	\$400.00						
	11/04/12	1	1	\$400.00						
36 WISN 10/21/1	2 10/21/12	? Once		Sun 7-8p		:30		NM	1	\$0 E00 00
				•		• + •		14141	1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc. does not discriminate in the sale of advertision line. Set for the sale of advertision line.



	Contract / Revision	Alt Order #	
	939457 / 6	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

	Democratic Senatorial Ca 10/09/12 / 10/09/12
Wine Ob Ot to the Control	Spots/
*Line Ch Start Date End Date Description Start/Er	nd Time Days Length Week Rate Type Spots Amount
Start Date         End Date         Weekdays         Spots/Week         R           Week: 10/15/12         10/21/12        1         1         \$2,500	ate
37 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am	
Start Date End Date Weekdays Spots/Week R.	:30 NM 5 \$2,000.00
vveek: 10/01/12 10/07/121 1 \$400	
Week: 10/08/12 10/14/121 1 \$400	.00
Week: 10/15/12 10/21/121 1 \$400 Week: 10/22/12 10/28/121 1 \$400	.00
Week: 10/20/12 11/04/12	
\$400	
38 WISN 10/14/12 11/04/12 This Week With George Step930-1030	Oam :30 NM 2 \$2,000.00
	<u>ate</u>
Week: 10/15/12 10/21/12	
Week: 10/22/12 10/22/12	· · · · · · · · · · · · · · · · · · ·
Week: 10/20/12 11/04/10	
30 MICN 10/00/12 40/00/10 B	
Start Date End Date Western Co. 1919	NIVI 3 \$12 500 00
Week: 10/08/12 10/14/12 1 1 \$5,000.	
Spot Ch Date Range Description Start/Fre	d Time Mandadaya I u
1 WISN 10/08/12-10/14/12 DanceResults Tue 7-8r	TALE TYPE
See MG 39.3,39.4	30 \$5,000.00 NM
3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p	O -Tu :30 \$5,000.00 NM
® MG for 40.2,39.1	1444
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p	7 -Tu :30 \$2,500.00 NM
Week: 10/22/12 10/22/12	
40 MICN 40/03/43 40/03/43 11 = 1	JU
Start Data End Data Missland	:30 NM 1 \$2,500.00
Start Date         End Date         Weekdays         Spots/Week         Ra           Week: 10/01/12         10/07/12         -1         1         \$2,500.0	ite
Spot Ch Date Range Description Start/Eng	d Times and the second
1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p	TYDE
See MG 40.3	Tu: :30 \$ <del>2,500.00</del> NM
3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p	-Tu :30 <del>\$2,500.00</del> NM
⊕ See MG 40.4	-1u :30 <del>\$2,500.00</del> NM
4 WISN 10/01/12-10/07/12 DWTS Tue 7-8p	-Tu :30 \$2,500.00 NM
MG for 40.3 10/02	72,000.00
Week: 10/08/12 10/14/12 -1 1 \$2,500.0	00
Spot Ch Date Range Description Start/End	
2 WISN 10/08/12-10/14/12 HappyEnd Tue 8-9p See MG 39.3,39.4	-Tu :30 \$ <del>2,500.00</del> NM
44 MICH 4000HD 4000HD	
41 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p Start Date End Date Weekdays Spots/Week Rat	100 100 1 100 100 100 100 100 100 100 1
Mook: 10/01/12 10/07/40	te to the teacher that
Snot Ch Data Banca Description	Time Mediatory I II
1 WISN 10/01/12-10/07/12 PrivatePractice Tue 9-10	Til India Type
See MG 41.4	р <del>-</del> Tu :30 <del>\$2,200.00</del> NM
4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p	OTh :30 \$2.200.00 NM
® MG for 41.1 10/02	5Th :30 \$2,200.00 NM
Week: 10/08/12 10/14/12 0 \$0.0	0

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Hearst television by the sold discriminate in the sale of advertising time, and will accept no advertising which is placed with so intent to discriminate on the basic of record reposition. Advertising the sale of advertising time, and will accept no advertising which is placed with so intent to discriminate on the basic of record reposition.



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

	Democratic Senatorial Ca			10/09/12 / 10/09/12		
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Туре	Spots	Amount	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         -1         1	<u>Rate</u> \$2,200.00					
Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time Tue 9-10p	Weekdays Length Rate -Tu :30 \$2,200.00	<u>Type</u> <i>NM</i>			
Credited  Week: 10/22/12	\$0.00	\$2,200.00	, , , , ,			
42 WISN 10/16/12 10/30/12 HappyEnd	\$2,200.00 Tue 8-9p					
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12         -1         1	Rate \$3,000.00	:30	NM	2	\$6,000.00	
Spot Ch Date Range Description  1 WISN 10/15/12-10/21/12 HappyEnd	Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000.00	<u>Type</u> <i>NM</i>			
Credited Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00	,				
43 WISN 10/27/12 10/27/12 College Football Game #2  Start Date	230p-6p <u>Rate</u> \$7,000.00	:30	NM	1	\$7,000.00	
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2		:30	NM	2	\$2,600.00	
45 MICN 40/0040 40/0040	9-930A Rate \$225.00	:30	NM	2	\$450.00	
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00	
47 WISN 11/06/12 11/06/12 General Hospital  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00	
48 WISN 10/15/12 11/05/12 Late News 10PM  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00	:30	NM	4	\$6,400.00	
Week: 11/05/12 11/11/12 1 1	\$1,600.00 \$1,600.00				,	
49 WISN 10/15/12 11/05/12 The View  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00	:30	NM	4	\$2,000.00	
Week: 11/05/12 11/11/12 1 1	\$500.00 \$500.00					
50 WISN 11/06/12 11/06/12 The View 1 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	10-11am <u>Rate</u> \$500.00	:30	MM	1	\$500.00	
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Nature	M-F 11A-12P <u>Rate</u> \$225.00 \$225.00	:30	NM	4	\$900.00	

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	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria		riginal Date / Revision 10/09/12 / 10/09/12

Start   Date   End Date   Date   Description   Start/End Time   Days   Length Week   Rate   Type Spots   Amount					<b>L</b>						· ·
Stort Carls   Stort Carls   Mesk days   Stort Mesk   Stort Stort   Sto	*lina Ch Ctt	D-4- = 11	D. (				Spots/				
Sign   Light   Sign				ion	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Section   Sect											
Section   Sect			_						Ī		
Signt Date   March   Signt Date   March   Signt Date   March   Signt Date   Signt											
Week: 10/28/12   11/04/12   1			•	SpotsAMosk	•		:30		NM	2	\$1,000.00
Week: 1105/12   11/11/12   1	Week: 10/29/12			<u> </u>							
Same   Same	Week: 11/05/12	11/11/12	1	1							
Start Date   End Date   Weekdays   Spots/Week   10/29/12   11/19/12   -1   1   \$500.00	53 WISN 11/06	/12 11/06/	/12 3-4p				-20				
Start Date			Weekdays	Spots/Week	•		.30		NM	1	\$500.00
Start Date   End Date   Weekdays   Spots/Week   S800.00   S800.0				1	\$500.00						
Week: 10/02/12   11/04/12   11/05/12   News M-F 5p   Solos/Week					4P-5P		:30		NM	2	\$1 200 00
Mesk: 11/05/12				Spots/Week						~	Ψ1,200.00
Solution			_	1					1		
Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,000.00	+			•							
Week: 10/15/12   10/28/12   1   1   \$1,000.00     Week: 10/29/12   11/04/12   1   1   \$1,000.00     Week: 10/29/12   11/04/12   1   1   \$1,000.00     Week: 11/05/12   11/04/12   1   1   \$1,000.00     S6 WISN 10/15/12   11/05/12   NewS MF 5a   5-6A   :30   NM   4   \$1,400.00     S1art Date   End Date   Weekdays   Spots/Week   S350.00     Week: 10/15/12   11/04/12   1   1   \$350.00     Week: 10/15/12   11/04/12   1   1   \$350.00     Week: 10/15/12   11/04/12   1   1   \$350.00     S1art Date   End Date   Weekdays   Spots/Week   Rate   S1000.00     Week: 10/15/12   11/04/12   1   1   \$350.00     Week: 10/15/12   11/04/12   1   1   \$350.00     Week: 10/15/12   11/04/12   1   1   \$1,200.00     Week: 10/15/12   10/14/12   1   1   \$1,200.00     Week: 10/15/12   10/14/12   1   1   \$1,200.00     Week: 10/15/12   10/14/12   1   1   \$1,200.00     Week: 10/15/12   11/04/12   1   1   \$1,000.00     Week: 10/15/12   11/06/12   News MF 6a   \$00ts/Week   Rate   \$00ts/Week   \$00ts/Yeek   \$					_		:30		NM	4	\$4,000.00
Week: 10/22/12   10/28/12   1   1   \$1,000.00				<u> </u>							
Week: 10/29/12   11/04/12   1		10/28/12	1	1	· · · · · · · · · · · · · · · · · · ·						
Start Date   End Date   Weekdays   Spots/Week   Start Date   End Date   Weekdays   Spots/Week   Start Date   End Date   Weekdays   Spots/Week   Start Date   End Date   Weekdays   Spots/Week   Start Date   Start			1	1	•						
Start Date   End Date   Weekdays   Spots/Week   Sa50.00	Week: 11/05/12	11/11/12	1	1	\$1,000.00				- 1		
Meek: 10/22/12   10/28/12   1   1   \$350.00			12 News M-F	5a	5-6A		:30		NIN	4	64 400 00
Week: 10/22/12   10/28/12   1   1   \$350.00			<u>Weekdays</u>	Spots/Week			.55		MINE	4	\$1,400.00
Week: 10/29/12   11/04/12   1   1   \$350.00			1	1							
Week: 11/05/12			1	1							
57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM 5 \$6,000.00    Start Date Week: 10/16/12 10/14/12 1 1 \$1,200.00    Week: 10/16/12 10/21/12 1 1 \$1,200.00    Week: 10/16/12 11/04/12 1 1 \$1,200.00    Week: 11/05/12 11/04/12 1 1 \$1,200.00    Week: 11/05/12 11/04/12 1 1 \$1,200.00    Week: 11/05/12 11/14/12 1 1 \$1,200.00    Week: 11/05/12 11/14/12 1 1 \$1,200.00    Week: 10/15/12 11/14/12 1 1 \$1,200.00    Week: 10/15/12 11/14/12 1 1 \$1,200.00    Start Date Week: 10/15/12 10/28/12 1 1 \$1,000.00    Week: 10/29/12 10/28/12 1 1 \$1,000.00    Week: 10/29/12 11/04/12 1 1 \$1,000.00    Week: 10/29/12 11/04/12 1 1 \$1,000.00    Week: 10/29/12 11/04/12 1 1 \$1,000.00    Week: 11/05/12 11/14/12 1 1 \$1,000.00    Week: 11/05/12 11/14/12 1 1 \$1,000.00    Start Date End Date Weekdays Spots/Week Rate    Week: 11/05/12 11/14/12 1 1 \$1,000.00    60 WISN 10/22/12 11/05/12 Entertainment Tonight   Week: 10/29/12 11/05/12 Entertainment Tonight   Start Date End Date Weekdays Spots/Week			1	1							
Start Date   End Date   Weekdays   Spots/Week   Rate   St. 200.00	57 WISN 10/08/	12 11/05/	12 Neuro M.E								
Week: 10/08/12       10/14/12       1 1   \$1,200.00         Week: 10/15/12       10/12/12   1 1   \$1,200.00         Week: 10/22/12       10/28/12   1 1   \$1,200.00         Week: 10/29/12       11/04/12   1 1   \$1,200.00         Week: 10/15/12       11/11/12   1 1   \$1,200.00         Start Date Week: 10/15/12   11/05/12   News M-F 6a   6-7A   \$1,000.00         Week: 10/15/12   10/21/12   1 1   \$1,000.00         Week: 10/15/12   10/28/12   1 1   \$1,000.00         Week: 10/29/12   11/04/12   1 1   \$1,000.00         Week: 10/29/12   11/06/12   11/16/12   News M-F 6a   6-7A   30   NM   1 \$1,000.00         Start Date End Date Weekdays Spots/Week Week: 11/05/12   11/16/12   News M-F 6a   6-7A   30   NM   1 \$1,000.00         Start Date End Date Weekdays Spots/Week Week: 11/05/12   11/11/12   1 1   \$1,000.00         Week: 11/05/12   11/11/12   11/16/12   News M-F 6a   6-7A   30   NM   1 \$1,000.00         60 WISN 10/22/12   11/05/12   Entertainment Tonight Start Date End Date Weekdays Spots/Week Rate   \$1,000.00       Rate   \$1,000.00   \$1,000.00         Week: 10/22/12   10/28/12   11/04/12   1 1   \$850.00       \$850.00         Week: 11/05/12   11/11/12   1 1   \$850.00         Week: 11/05/12   11/11/12   1 1   \$850.00	Start Date				*		:30		NM	5	\$6,000.00
Week: 10/75/12       10/21/12       1       1 \$1,200.00         Week: 10/29/12       10/28/12       1 1/04/12       1       1 \$1,200.00         Week: 10/29/12       11/04/12       1       1 \$1,200.00         Week: 11/05/12       11/04/12       1       1 \$1,200.00         Start Date Week: 10/15/12       End Date 10/21/12       Weekdays Spots/Week Rate 10/21/12       81,000.00         Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 11/05/12       11/06/12       New M-F 6a       6-7A       :30       NM       1 \$1,000.00         59 WISN 11/06/12       11/06/12       New M-F 6a       6-7A       :30       NM       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00         Week: 11/05/12       11/106/12       New M-F 6a       6-7A       :30       NM       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00       1 \$1,000.00       1 \$1,000.00         Week: 10/22/12       11/105/12       Entertainment Tonight 630p-7pm       :30       NM       3 \$2,550.00         Week: 10/22/12       11/04/12	Week: 10/08/12								i		
Week: 10/29/12   11/04/12   1   1   \$1,200.00			1	1							
Week: 11/05/12   11/11/12   1   1   \$1,200.00			1	1	\$1,200.00						
Start Date   Hodge   Spots/Week   Spots/We			1	1	\$1,200.00						
Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,000.00		<del></del>	· · · · · · · · · · · · · · · · · · ·	1	\$1,200.00						
Week:         10/15/12         10/21/12         Weekdays         Spots/Week         Rate           Week:         10/22/12         10/21/12         1 \$1,000.00           Week:         10/22/12         11/04/12         1 \$1,000.00           Week:         11/05/12         11/11/12         1 \$1,000.00           Week:         11/05/12         11/11/12         1 \$1,000.00           Start Date Weekdays         Spots/Week Rate Start Date Intertainment Tonight Start Date Weekdays         \$1,000.00           Week:         11/05/12         11/05/12         Entertainment Tonight Start Date Weekdays Spots/Week Rate Start Date Ind Date Weekdays Spots/Week Start Date Ind Date Ind Date Ind Date Ind Start Date Ind Date Ind Start Date Ind Date Ind Start Date Ind Date Ind Start Date Ind Date Ind Start Date					6-7A		:30		NM	4	\$4,000,00
Week: 10/22/12       10/28/12       1       1 \$1,000.00         Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00         59 WISN 11/06/12       11/06/12       News M-F 6a       6-7A       :30       NM       1 \$1,000.00         Week: 11/05/12       11/11/12       Weekdays       Spots/Week       Rate       \$1,000.00         60 WISN 10/22/12       11/05/12       Entertainment Tonight       630p-7pm       :30       NM       3 \$2,550.00         Week: 10/22/12       10/28/12       11/028/12       11/04/12       1       1 \$850.00         Week: 11/05/12       11/11/12       1       1 \$850.00         Week: 11/05/12       11/11/12       1       1 \$850.00         61 WISN 10/08/12       11/05/12       Good Morning America       7-9a       :30       NM       5 \$5,000.00				Spots/Week						•	\$ <del>4</del> ,000.00
Week: 10/29/12       11/04/12       1       1 \$1,000.00         Week: 11/05/12       11/11/12       1       1 \$1,000.00         59 WISN 11/06/12       11/06/12 News M-F 6a       6-7A       :30       NM       1 \$1,000.00         Start Date Week: 11/05/12       End Date 11/11/12       Weekdays Spots/Week 11/000.00       Rate 11/000.00       11/11/12       Start Date End Date 10/22/12       Weekdays Spots/Week 10/22/12       Rate 10/22/12       NM       3 \$2,550.00         Week: 10/29/12       11/04/12       1       1 \$850.00       S850.00         Week: 11/05/12       11/11/12       1 \$850.00       NM       5 \$5,000.00         61 WISN 10/08/12       11/11/12       Good Morning America       7-9a       :30       NM       5 \$5,000.00			1	1	•						
Week: 11/05/12 11/11/12 1 1 \$1,000.00         59 WISN 11/06/12 11/06/12 News M-F 6a       6-7A       :30       NM       1 \$1,000.00         Start Date Week: 11/05/12 11/11/12 11/11/12 News M-F 6a       6-7A       :30       NM       1 \$1,000.00         60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date Week: 10/22/12 10/28/12 11/05/12 Entertainment Tonight Start Date News Spots/Week Rate 1 1 \$850.00       :30       NM       3 \$2,550.00         Week: 10/22/12 10/28/12 11/04/12 1 1 \$850.00       1 \$850.00       NM       5 \$5,000.00         Week: 11/05/12 11/11/12 1 1 \$850.00       \$850.00       NM       5 \$5,000.00			1	1	•						
59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM 1 \$1,000.00  Start Date Week: 11/05/12 11/05/12 11/05/12 Entertainment Tonight 630p-7pm :30 NM 3 \$2,550.00  Week: 10/22/12 10/28/12 1 1 \$850.00  Week: 10/29/12 11/04/12 1 1 \$850.00  Week: 11/05/12 11/11/12 1 1 \$850.00  Week: 11/05/12 11/11/12 1 1 \$850.00  Week: 11/05/12 11/11/12 1 1 \$850.00  Week: 11/05/12 11/11/12 1 1 \$850.00  Week: 11/05/12 11/11/12 1 1 \$850.00	Week: 11/05/12		1	1	· · · · · · · · · · · · · · · · · · ·						
Start Date Week: 11/05/12         End Date 11/11/12         Weekdays -1 1         Spots/Week st. (1,000.00)         Rate st. (1,000.00)           60 WISN 10/22/12         11/15/12         Entertainment Tonight st. (1,000.00)         630p-7pm st. (1,000.00)         :30         NM         3         \$2,550.00           Week: 10/22/12         10/28/12         10/28/12         1 s850.00         8850.00         8850.00           Week: 11/05/12         11/11/12         1 s850.00         1 s850.00         1 s850.00           Week: 11/05/12         11/11/12         1 s850.00         1 s850.00           Wish: 10/08/12         11/10/12         1 s850.00         1 s850.00           Mish: 10/08/12         11/10/12         1 s850.00         1 s850.00	59 WISN 11/06/	12 11/06/1	2 News M-F								
Week: 11/05/12       11/11/12       -1       1       \$1,000.00         60 WISN 10/22/12       11/05/12       Entertainment Tonight 630p-7pm       :30       NM       3       \$2,550.00         Start Date Start Date Weekdays 10/28/12       Weekdays Spots/Week Rate 10/22/12       Rate 10/28/12       \$850.00         Week: 10/29/12       11/04/12       1       1       \$850.00         Week: 11/05/12       11/11/12       1       1       \$850.00         Week: 11/05/12       11/11/12       1       1       \$850.00         61 WISN 10/08/12       11/05/12       Good Morning America 7-9a       :30       NM       5       \$5,000.00	Start Date	End Date					:30		NM	1	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/22/12         10/28/12         1         1         \$850.00           Week: 10/29/12         11/04/12         1         1         \$850.00           Week: 11/05/12         11/11/12         1         1         \$850.00           Wish: 10/08/12         11/10/12         1         1         \$850.00           Start Date         Find Date         Find Date         Model Morning America         7-9a         30         NM         5         \$5,000.00											
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/22/12         10/28/12         1         1         \$850.00           Week: 10/29/12         11/04/12         1         1         \$850.00           Week: 11/05/12         11/11/12         1         1         \$850.00           61 WISN 10/08/12         11/05/12         Good Morning America         7-9a         :30         NM         5         \$5,000.00			2 Entertainm		630p-7pm		:30		NINA	2	<b>#0 550 00</b>
Week: 10/29/12			<u>Weekdays</u>	Spots/Week	Rate		.00		1416	3	\$∠,550.00
Week: 11/05/12 11/11/12 1 1 \$850.00  61 WISN 10/08/12 11/05/12 Good Morning America 7-9a :30 NM 5 \$5,000.00			-	1							
61 WISN 10/08/12 11/05/12 Good Morning America 7-9a :30 NM 5 \$5,000.00			<del></del>	1							
Start Data End Data - Market 5 - \$5,000,00				<u> </u>	<del></del>						
The bate weekdays Spuls/week Kate							:30		NM	5	\$5,000.00
		5000	- recindays	<u>opots/week</u>	<u>raie</u>				I		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start		Date Description	on	Start/End Time	Days	Length \	Spots/ Veek	Rate	Type	Spots	Amount
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate					.,,,,,	Poto	Amount
Week: 10/05/12	10/14/12	1	1 1	\$1,000.00							
Week: 10/22/12	10/28/12	1	1	\$1,000.00 \$1,000.00							
Week: 10/29/12	11/04/12	1	1	\$1,000.00							
Week: 11/05/12	11/11/12	1	1	\$1,000.00							
62 WISN 11/06		12 Good Morn	ing America	7-9a		:30			NM		
Start Date		<u>Weekdays</u>	Spots/Week	Rate		.00			INIVI	1	\$1,000.00
Week: 11/05/12	11/11/12		1	\$1,000.00							
63 WISN 10/15 Start Date				9-10am		:30			NM	4	\$1,800.00
Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 <b>-</b>	Spots/Week 1	Rate						'	\$1,000.00
Week: 10/22/12	10/28/12	1	1	\$450.00							
Week: 10/29/12	11/04/12	1	1	\$450.00 \$450.00							
Week: 11/05/12	11/11/12	1	1	\$450.00 \$450.00							
64 WISN 10/06	/12 10/06/ <sup>-</sup>	12 PostBadge		PostBadger							
Start Date	End Date	Weekdays	Spots/Week	Rate		:30			NM	1	\$1,000.00
Week: 10/01/12	10/07/12	s-	1	\$1,000.00							
65 WISN 10/06	/12 10/06/	12 BIG 12 Bad	gerPost	630-7p, 6-630p		:30			N/A 4		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00			NM	1	\$1,500.00
Week: 10/01/12	10/07/12	\$-	11	\$1,500.00							
66 WISN 10/04				Thu 7-8p		:30			NM	1	\$3,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						•	Ψυ,υψυ,υψ
67 WISN 10/04			. 1	\$3,000.00							
Start Date	End Date	2 News M-F 5 <u>Weekdays</u>	-	5-6A		:30			NM	1	\$350.00
Week: 10/01/12	10/07/12	TF	Spots/Week 1	<u>Rate</u> \$350.00							
68 WISN 10/06	/12 10/06/1										
Start Date	End Date	Weekdays	Spots/Week	456-6AM Rate		:30			ИМ	1	\$250.00
Week: 10/01/12	10/07/12	5-	1	\$250.00							
69 WISN 10/07	12 10/07/1	2 Su 458-6a		458-6AM		:30					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50			NM	1	\$200.00
Week: 10/01/12	10/07/12	S	1	\$200.00							
70 WISN 10/04/				M-F 2-3P		:30			NM	2	\$800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> TF	Spots/Week	Rate						_	\$000.00
			2	\$400.00							
71 WISN 10/04/ Start Date	12 10/05/1 End Date	2 Nightline <u>Weekdays</u>	Constant and	11p-1130p		:30			NM	1	\$1,500.00
Week: 10/01/12	10/07/12	TF	Spots/Week 1	<u>Rate</u> \$1,500.00							,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
72 WISN 10/06/	12 10/06/1						····				
Start Date	End Date	Weekdays	Spots/Week	INSIDE HUD 1035  Rate		:30			NM	1	\$250.00
Week: 10/01/12	10/07/12	S-	1	\$250.00							
								·			
							Totals			354	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	254	\$232,100.00	\$197,285.00		
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00		
Totals	354	\$321,300.00	\$273,105.00		

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

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Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revi 939457 /	sion 6	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533	
Advertiser Democratic Senatoria	l Ca		ginal Date / Revision 10/09/12 / 10/09/12	

Signature:	Date:	
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television includes not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or atherising. Advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or atherising. Advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or atherising.

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/ision</u>		Alt Order #	
	939457	/ 7		06262067	
Product					,
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			Ori	ginal Date /	Revision
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/10/12	/ 10/10/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt E	xecutive .	Sales Office
	WISN	Will Hi	ldeb	orandt	HRP -Washingto
	Special Handl	ing			
	Demographic				
	Adults 35+				
	IDB#	Advert	iser	Code	Product Code
	8091	49			53
	Agency Ref	•		Advertiser	Ref

Chatal

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12	\$350.00		i		
Week: 10/08/12	\$350.00				
Week: 10/15/12 10/21/12 -TWTF 2	\$350.00				
Week: 10/22/12	\$350.00		1		
Week: 10/29/12 11/04/12 -TwTF 2	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12	\$1,600.00				
Week: 10/08/12	\$1,600.00		ļ		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuwThF :30 <del>\$1,600.00</del>	NM		
See MG 23.7,23.8,23.9,23.10			1		
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 <del>\$1,600.00</del>	NM		
See MG 23.7,23.8,23.9,23.10					
Week: 10/15/12	\$1,600.00				
Week: 10/22/12	\$1,600.00				
Week: 10/29/12 11/04/12 -TwTF 4	\$1,600.00				
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	12	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12	\$500.00				
Week: 10/08/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>		
3 WISN 10/08/12-10/14/12 The View	10-11am	-тиwтhF :30 \$500.00	NM		
See MG 11.15,11.16,11.17			l		
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17					
Week: 10/15/12	\$500.00				
Week: 10/22/12	\$500.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00		[		
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00

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Contract / Revision Alt Order# 939457 / 7 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

www.wisn.com				1~~*	CILISCI			Original Da		51011
				Den	nocratic S	enatorial Ca		10/10/12	/ 10	/10/12
				<u> </u>		-				
						Spots/				
*Line Ch Start	t Date End D	Date Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	nots	Amount
Start Date		Weekdays	Spots/Week	Rate		Longin Wook	raco	1,7000	pota	Amount
Week: 10/01/12	10/07/12	-TWTF	Spois/vveek 1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00				1		
Week: 10/22/12	10/21/12	-TWTF	1	\$950.00				1		
Week: 10/29/12	11/04/12	-TWTF	1							
			I	\$950.00						
5 WISN 10/0		9		11p-1130p		:30		NM	8	\$6,000.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/0	2/12 11/02 <i>/</i>	12 ANDERSO	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						70,100,00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				ļ		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				l		
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/0	9/12 11/02/	12 THE CHE	ΛΙ	12P-1P		:30		NIM		#0 400 no
Start Date		Weekdays	Spots/Week	Rate		.30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
			***************************************							
8 WISN 10/0:				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week	Rate				ŀ		
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/05/12	10/14/12		2	\$400.00				ı		
		-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02		12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						V=,0000
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	2/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date		Weekdays	Spots/Week	Rate		.00		14141	10	φο,υυυ.υυ
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00				l		
· · · · · · · · · · · · · · · · · · ·										
N 11 WISN 10/02			•	5-530pm		:30		NM	15	\$16,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		

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Alt Order# Contract / Revision 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Sign   Color   Set   Data   End Data   Description   Start/End Time   Days   Length   Week   Rate   Type Spots   Amount			Spots/		
Week: 1001/12   10107/12   11017/15   110	*Line Ch Start Date End Date Description	Start/End Time	•	Type Spots	Amount
Spot Ch   Date Range   Date Scribton   Start/End Time   Spot Ch					.,,
Start Charles   Date Banne   Dascritation   Start/Find Time   Weekdays   Lendth   Rate   Type   3 Wish 1009012-1014/12   News MF-5p   5-530pm   TuwThF 30 \$4,000.00   NM   See MG 11.51.16,11.17   NWS 1009012-1014/12   News MF-5p   5-530pm   TuwThF 30 \$4,000.00   NM   See MG 11.51.16,11.17   NWS 1011/12-1014/112   World News Tonight   M-Su 530-6p  Th 30 \$3,000.00   NM   See MG 11.51.16,11.17   NWS 1011/12-1014/112   Unit North See MG 11.51.16,11.17   NWS 1011/12-1014/112   See MG 11.51.11,11.43.43.3   NWS 1011/12-1014/12   See MG 11.51.11,11.43.43.3   NWS 1011/12-1014/12   See MG 11.51.11,11.43.43.3   See MG 11.51.11,11.11   See MG 11.43.43.43.43.43   See MG 11.51.11,11.11   See MG 11.43.43.43.43   See MG 11.51.11,11.11   See MG 11.43.43.43.43.43   See MG 11.51.11,11.11   See MG 11.43.43.43.43   See MG 11.51.11,11.11   See MG 11.43.43.43.43   See MG 11.51.11,11.11   See MG 11.43.43.43.43.43   See MG 11.51.11,11.11   See MG 11.43.43.43.43   See MG 11.51.11,11.11   See MG 11.43.43.43.43.43.43   See MG 11.51.11,11.11   See MG 11.43.43.43.43.43   See MG 11.51.1					
See MG 11.5.5.11.3.11.4.3.4.3   See MG 11.5.5.11.3.11.4.3.4.3.3   See MG 11.5.5.11.3.11.4.3.4.3.3   See MG 11.5.5.11.3.11.4.3.4.3.3   See MG 11.5.5.11.3.11.4.3.4.3.3   See MG 11.5.5.11.3.11.4.3.3.3   See MG 11.5.5.11.3.11.4.3.3.3   See MG 11.5.5.11.3.11.3.11.3.11.3.3.3   See MG 11.5.5.11.3.11.3.11.3.1.3.1.3.3.3   See MG 11.5.5.11.3.11.3.1.3.1.3.1.3.1.3.1.3.1.3			Moskdays Langth Bata	Type	
See MG 11.5,11.16,11.17					
A WISN 1008/12-1014/12   World News M-F 5p   5-530pm	·	5-550pm	-10W111F :50 \$1,000.00	14141	
15 WISN 10/11/2-10/11/12 World News Tonight  (b) MG for 13.5.11.3.11.4.3.4.3.3  16 WISN 10/13/2-10/13/12 College Football Game #1 11a-230	4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	NM	
16 WISN   10/13/12-10/13/12   College Football Game #1   11a-230	15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30 \$3,000.00	NM	
17 WISN 10/12/12-10/12/12   Jimmy Kimmel   1130-1230a  F   :30   \$500.00   NM	16 WISN 10/13/12-10/13/12 College Football Gan	ne #1 11a-230	5a :30 \$700.00	NM	
Week: 10/22/12   10/28/12   -TWTF   3   \$1,000.00					
Week: 10/15/12   10/21/12   -TWTF   3   \$1,000.00		1130-1230a	F :30 \$500.00	NM	
Meek: 10/22/12		64 000 00		İ	
No.				ł	
12 WISN 10/02/12 11/102/12 News M-F 5					
Start Date					
Week: 10/03/12   10/07/12   -TWTF   2   \$350.00     Week: 10/15/12   10/12/12   -TWTF   3   \$350.00     Week: 10/15/12   10/12/12   -TWTF   3   \$350.00     Week: 10/15/12   10/12/12   -TWTF   3   \$350.00     Week: 10/15/12   10/12/12   -TWTF   3   \$350.00     N 13 WISN 10/02/12   11/02/12   News M-F 6p   6-630pm   :30   NM   13   \$15,600.00     Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Spots/W			:30	NM 15	\$5,250.00
Week: 10/16/12					
Week: 10/15/12   10/21/12   -TWTF   3   \$350.00					
Week: 10/22/12   10/28/12   -TWTF   3   \$350.00					
Week: 10/29/12   11/04/12   News M-F 6p   6-630pm   :30					
N   13   WISN   10/02/12   11/02/12   News M-F 6p   6-630pm   Start Date   End Date   Weekdays   Spots/Week   Rate   Week   10/01/12   10/07/12   -TWTF   3   \$1,200.00		•			
Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Two Periods   Tolor   Tolor   Two Periods			·30	NIM 13	\$15 600 00
Week: 10/08/12   10/07/12   -TWTF   2   \$1,200.00	•	·	.50	13	\$15,000.00
Spot Ch					
5 WISN 10/08/12-10/14/12 News M-F 6p       6-630pm       -TuWThF       :30       \$4,200.00       NM         See MG 11.15,11.16,11.17         Week: 10/15/12 10/21/12 -TWTF       3       \$1,200.00         Week: 10/22/12 10/28/12 -TWTF       3       \$1,200.00         Week: 10/29/12 11/02/12 News M-F 6a       6-7A       :30       NM         Start Date Start Date Weekdays Spots/Week       Rate \$1,000.00         Week: 10/08/12 10/14/12 -TWTF       3       \$1,000.00         Week: 10/08/12 10/14/12 -TWTF       3       \$1,000.00         Week: 10/22/12 10/28/12 -TWTF       3       \$1,000.00         Week: 10/29/12 11/04/12 -TWTF       4       \$1,000.00         Week: 10/02/12 11/02/12 Entertainment Tonight       630p-7pm       :30       NM       11       \$9,350.00         Spot Ch Date Range Description       Start/End Time See MG 23.6       Weekdays Length Rate Type TuWThF	Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00			
See MG 11.15,11.16,11.17   Week: 10/15/12   10/21/12   -TWTF   3   \$1,200.00   Week: 10/22/12   10/28/12   -TWTF   3   \$1,200.00   Week: 10/29/12   11/04/12   -TWTF   3   \$1,200.00   S1art Date   End Date   Weekdays   S1,000.00   Week: 10/01/12   10/21/12   -TWTF   3   \$1,000.00   Week: 10/05/12   10/21/12   -TWTF   3   \$1,000.00   Week: 10/05/12   10/21/12   -TWTF   3   \$1,000.00   Week: 10/15/12   10/28/12   -TWTF   3   \$1,000.00   Week: 10/29/12   11/04/12   -TWTF   3   \$1,000.00   Week: 10/29/12   11/04/12   -TWTF   4   \$1,000.00   Week: 10/29/12   11/04/12   TWTF   4   \$1,000.00   Week: 10/15/12   10/07/12   TWTF   2   \$850.00   Start Date   See MG 23.6   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/15/12   10/21/12   -TWTF   2   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/15/12   /15/15/15/15/15	Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
Week: 10/15/12   10/21/12   -TwTF   3   \$1,200.00	5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM	
Week: 10/22/12 10/28/12 11/04/12 -TWTF       3 \$1,200.00         Week: 10/29/12 11/04/12 -TWTF       3 \$1,200.00         14 WISN 10/02/12 11/02/12 News M-F 6a       6-7A       :30       NM         Start Date Week: 10/01/12 10/07/12 -TWTF       2 \$1,000.00       NM       15 \$15,000.00         Week: 10/08/12 10/14/12 -TWTF       2 \$1,000.00       NM       15 \$15,000.00         Week: 10/08/12 10/14/12 -TWTF       3 \$1,000.00       NM       10 \$1,000.00         Week: 10/15/12 10/22/12 10/28/12 -TWTF       3 \$1,000.00       NM       11 \$9,350.00         Week: 10/29/12 11/02/12 Entertainment Tonight Start Date Week 10/07/12 11/02/12 Entertainment Tonight Start Date New 10/07/12 10/07/12 -TWTF       2 \$850.00       Start/End Time Weekdays Length Rate Type Type (500.00)       NM         Spot Ch Date Range Description See MG 23.6       Description Description Tonight See MG 23.6       Start/End Time Weekdays Length Rate Type (500.00)       NM         Week: 10/08/12 10/14/12 -TWTF       2 \$850.00       \$850.00       NM	See MG 11.15,11.16,11.17				
Week: 10/29/12					
14 WISN 10/02/12 11/02/12 News M-F 6a   6-7A   :30   Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/01/12   10/07/12   -TWTF   2   \$1,000.00   Week: 10/15/12   10/14/12   -TWTF   3   \$1,000.00   Week: 10/22/12   10/28/12   -TWTF   3   \$1,000.00   Week: 10/22/12   10/28/12   -TWTF   3   \$1,000.00   Week: 10/29/12   11/04/12   -TWTF   4   \$1,000.00   Week: 10/29/12   11/04/12   -TWTF   4   \$1,000.00   Week: 10/02/12   11/02/12   Entertainment Tonight   630p-7pm   :30   NM   11   \$9,350.00   Start Date   Second Week: 10/07/12   10/07/12   Uo/07/12   Uo/07/12   Entertainment Tonight   630p-7pm   -TuwThF   :30   \$850.00   NM   See MG 23.6   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/08/12   10/14/12   -TWTF   2   \$850.00   Week: 10/15/12   10/21/12   -TWTF   3   \$850.00   Week: 10/15/12		•			
Start Date   End Date   Weekdays   Spots/Week   Rate	Week: 10/29/12 11/04/12 -TwTF 3	\$1,200.00			
Week: 10/01/12       10/07/12       -TWTF       2       \$1,000.00         Week: 10/08/12       10/14/12       -TWTF       3       \$1,000.00         Week: 10/15/12       10/21/12       -TWTF       3       \$1,000.00         Week: 10/29/12       11/04/12       -TWTF       4       \$1,000.00         15 WISN 10/02/12 11/02/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week       Rate Rate Rate Neek: 10/01/12 10/07/12 10/07/12 -TWTF       2       \$850.00         Spot Ch Date Range In Wish 10/01/12-10/07/12 Entertainment Tonight See MG 23.6       See MG 23.6       Week: 10/08/12 10/14/12 -TWTF       2       \$850.00         Week: 10/15/12 10/21/12 -TWTF       2       \$850.00	14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000.00
Week: 10/08/12       10/14/12       -TWTF       3       \$1,000.00         Week: 10/15/12       10/21/12       -TWTF       3       \$1,000.00         Week: 10/22/12       10/28/12       -TWTF       3       \$1,000.00         Week: 10/29/12       11/04/12       -TWTF       4       \$1,000.00         Start Date Start Date Indicate Date Weekdays Spots/Week       Spots/Week       Rate Start/End Time St				ļ	
Week: 10/15/12       10/21/12       -TWTF       3       \$1,000.00         Week: 10/22/12       10/28/12       -TWTF       3       \$1,000.00         Week: 10/29/12       11/04/12       -TWTF       4       \$1,000.00         15 WISN 10/02/12       11/02/12       Entertainment Tonight       630p-7pm       :30       NM       11       \$9,350.00         Start Date Neek: 10/01/12       End Date Neekdays       Spots/Week Spots/Week Neek       Rate Neekdays       NM       11       \$9,350.00         Spot Ch Date Range New Novince       Description Description New Novince       Start/End Time Neekdays Length Neekdays       Rate Type Novince       NM         See MG 23.6       NM       NM       NM       NM       NM         Week: 10/08/12       10/14/12       -TWTF       2       \$850.00         Week: 10/15/12       10/21/12       -TWTF       3       \$850.00		\$1,000.00		1	
Week: 10/22/12       10/28/12       -TWTF       3       \$1,000.00         Week: 10/29/12       11/04/12       -TWTF       4       \$1,000.00         15 WISN 10/02/12 11/02/12 Entertainment Tonight       630p-7pm       :30       NM       11       \$9,350.00         Start Date Indicate End Date Weekdays Spots/Week       Rate Start/End Time Start/End Time Weekdays Length       Rate Type N/W R		64 000 00			
Week: 10/29/12       11/04/12       -TWTF       4       \$1,000.00         15 WISN 10/02/12 11/02/12 Entertainment Tonight       630p-7pm       :30       NM       11       \$9,350.00         Start Date End Date Indicate End Date End Date Indicate					
15 WISN 10/02/12 11/02/12 Entertainment Tonight 630p-7pm :30 NM 11 \$9,350.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 23.6 Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00	Week: 10/15/12	\$1,000.00		]	
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12         -TWTF         2         \$850.00           Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 WISN 10/01/12-10/07/12         Entertainment Tonight         630p-7pm         -TuWThF         :30         \$850.00           Week: 10/08/12         10/14/12         -TWTF         2         \$850.00           Week: 10/15/12         10/21/12         -TWTF         3         \$850.00	Week: 10/15/12 10/21/12 -TWTF 3 Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00 \$1,000.00			
Week:       10/01/12       10/07/12       -TWTF       2       \$850.00         Spot Ch       Date Range       Description       Start/End Time       Weekdays       Length       Rate       Type         1 WISN 10/01/12-10/07/12       Entertainment Tonight       630p-7pm       -TuWThF       :30       \$850.00         See MG 23.6       Week: 10/08/12       10/14/12       -TWTF       2       \$850.00         Week: 10/15/12       10/21/12       -TWTF       3       \$850.00	Week: 10/15/12       10/21/12       -TWTF       3         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4	\$1,000.00 \$1,000.00 \$1,000.00			
Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 WISN 10/01/12-10/07/12 Entertainment Tonight         630p-7pm         -TuWThF         :30         \$850.00           See MG 23.6         Week: 10/08/12 10/14/12 -TWTF         2         \$850.00           Week: 10/15/12 10/21/12 -TWTF         3         \$850.00	Week: 10/15/12       10/21/12       -TWTF       3         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4         15 WISN 10/02/12       11/02/12       Entertainment Tonigh	\$1,000.00 \$1,000.00 \$1,000.00 t 630p-7pm	:30	NM 11	\$9,350.00
1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF :30 \$850.00 NM See MG 23.6 Week: 10/08/12 10/14/12 -TWTF 2 \$850.00 Week: 10/15/12 10/21/12 -TWTF 3 \$850.00	Week: 10/15/12       10/21/12       -TWTF       3         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4         15 WISN 10/02/12       11/02/12       Entertainment Tonigh         Start Date       End Date       Weekdays       Spots/V	\$1,000.00 \$1,000.00 \$1,000.00 t 630p-7pm Veek Rate	:30	NM 11	\$9,350.00
See MG 23.6         Week: 10/08/12       10/14/12       -TwTF       2       \$850.00         Week: 10/15/12       10/21/12       -TwTF       3       \$850.00	Week: 10/15/12       10/21/12       -TWTF       3         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4         15 WISN 10/02/12       11/02/12       Entertainment Tonigh         Start Date       End Date       Weekdays       Spots/V         Week: 10/01/12       10/07/12       -TWTF       2	\$1,000.00 \$1,000.00 \$1,000.00 t 630p-7pm Veek Rate \$850.00			\$9,350.00
Week: 10/08/12	Week: 10/15/12       10/21/12       -TWTF       3         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4         15 WISN 10/02/12       11/02/12       Entertainment Tonigh         Start Date       End Date       Weekdays       Spots/V         Week: 10/01/12       10/07/12       -TWTF       2         Spot Ch       Date Range       Description	\$1,000.00 \$1,000.00 \$1,000.00 t 630p-7pm Veek Rate \$850.00 Start/End Time	Weekdays Length Rate	<u> Type</u>	\$9,350.00
Week: 10/15/12	Week: 10/15/12       10/21/12       -TWTF       3         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4         15 WISN 10/02/12       11/02/12       Entertainment Tonigh         Start Date       End Date       Weekdays       Spots/V         Week: 10/01/12       10/07/12       -TWTF       2         Spot Ch       Date Range       Description         1 WISN 10/01/12-10/07/12       Entertainment Tonigh	\$1,000.00 \$1,000.00 \$1,000.00 t 630p-7pm Veek Rate \$850.00 Start/End Time	Weekdays Length Rate	<u> Type</u>	\$9,350.00
Week: 10/22/12	Week: 10/15/12       10/21/12       -TWTF       3         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4         15 WISN 10/02/12       11/02/12       Entertainment Tonigh         Start Date       End Date       Weekdays       Spots/V         Week: 10/01/12       10/07/12       -TWTF       2         Spot Ch       Date Range       Description         1 WISN 10/01/12-10/07/12       Entertainment Tonight         See MG 23.6	\$1,000.00 \$1,000.00 \$1,000.00 t 630p-7pm <u>Rate</u> \$850.00 <u>Start/End Time</u> 630p-7pm	Weekdays Length Rate	<u> Type</u>	\$9,350.00
	Week: 10/15/12       10/21/12       -TWTF       3         Week: 10/22/12       10/28/12       -TWTF       3         Week: 10/29/12       11/04/12       -TWTF       4         15 WISN 10/02/12       11/02/12       Entertainment Tonigh Start Date End Date Weekdays Spots/Week: 10/01/12       Spots/Weekdays Spot	\$1,000.00 \$1,000.00 \$1,000.00 t 630p-7pm Rate \$850.00 Start/End Time 630p-7pm \$850.00	Weekdays Length Rate	<u> Type</u>	\$9,350.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 / 7 06262067 Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 **Democratic Senatorial Ca** 

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date	Rate				
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 3	<u>Rate</u> \$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM	14	\$6,300.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$450.00				
Week: 10/08/12 10/14/12 -TWTF 2	\$450.00				
Week: 10/15/12	\$450.00 \$450.00		l		
Week: 10/22/12	\$450.00 \$450.00				
		:30	NM	4	#2 000 00
18 WISN 10/26/12 10/26/12 2020 Start Date End Date Weekdays Spots/Week	Fri 9-10p Rate	.30	INIVE	1	\$3,000.00
Week: 10/22/12 10/28/121 1	\$3,000.00				
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM	5	\$25,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1		
Week: 10/08/12 10/14/12 1 1	\$5,000.00				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$5,000.00 \$5,000.00				
Week: 10/22/12 10/28/12 1 1 Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays Length Rate	Type		
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M :30 \$5,000.00	NM		
See MG 19.6		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM		
MG for 19.3 10/22					
Week: 10/29/12 11/04/12 1 1	\$5,000.00		l		
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM		
Credited	·				
Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00		1		
Week: 10/22/12 10/28/121- 1	\$600.00				
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/08/12 10/14/121- 1	\$6,500.00		1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Advertiser Original Date / Revision

Democratic Senatorial Ca 10/10/12 / 10/10/12

	<b>L</b>	Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$ <del>6,500.00</del>	NM	
See MG 22.2				
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
(H) MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30 \$500:00	NM	
See MG 23.6	•			
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
MG for 15.1,23,1				
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10				
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2	4000 : 44 :	!		
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500.00	NM	
	1030p-11p	WThF :30 \$1,500.00	NM	
® MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p=11p	will50 \$1,500.00	IAIAI	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900,00	NM	
⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2	W 04 0 10001 W	3a .50 \$500,00	14141	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate			++55.55
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00		ŀ	
Week: 10/22/12 10/28/121 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	\$2,800.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	NM]	
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/13/12 10/21/121- 1	\$700.00		j	
Week: 10/29/12 11/04/121- 1	\$700.00		J	
	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00		1	
Week: 10/15/12 10/21/121- 1	\$600.00			
	4000.00		1	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Week: 10/29/12

11/04/12

	Contract / Revision	Alt Order#
	939457 / 7	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/10/12 / 10/10/12

Spots/ Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 --1-\$600.00 1 ----1-Week: 10/29/12 11/04/12 1 \$600.00 WISN 10/20/12 11/03/12 SA 630-7p -30 NM 630p-7p O \$0.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 10/15/12 10/21/12 -----1-1 \$500.00 Spot Ch **Description** Date Range Start/End Time **Weekdays** <u>Length</u> <u>Rate</u> <u>Type</u> 1 WISN 10/15/12-10/21/12 -----Sa--SA 630-70 630p-7p :30 \$500.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 \$0.00 Week: 10/29/12 11/04/12 \$500.00 Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate Туре 2 WISN 10/29/12-11/04/12 SA 630-7p 630p-7p -----Sa-:30 \$500.00 NM See MG 23.7,23.8,23.9,23.10 28 WISN 10/13/12 10/27/12 Sat 630-7p :30 630-7p NM 2 \$2,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 ----1-1 \$1,000.00 Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 ----1-1 \$1,000.00 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p :30 NM 3 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$1,000.00 ----1-1 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 ----2-2 \$1,000.00 WISN 10/13/12 News Sat 7-9a 11/03/12 7-9am :30 NM \$1,800.00 Weekdays Spots/Week Start Date End Date Rate Week: 10/08/12 10/14/12 ----1-1 \$450.00 Week: 10/15/12 10/21/12 ----1-1 \$450.00 Week: 10/22/12 10/28/12 ----1-1 \$450.00 Week: 10/29/12 11/04/12 ----1-\$450.00 1 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030p :30 NM \$8,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----1 1 \$1,600.00 Week; 10/08/12 10/14/12 ----1 1 \$1,600.00 Week: 10/15/12 10/21/12 \_\_\_\_1 1 \$1,600.00 Week: 10/22/12 10/28/12 ----1 1 \$1,600.00 Week: 10/29/12 11/04/12 ----1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p NM \$3,800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/08/12 10/14/12 ----1 1 \$950.00 Week: 10/15/12 10/21/12 1 \$950.00 Week: 10/22/12 10/28/12 ----1 1 \$950.00 Week: 10/29/12 11/04/12 ----1 1 \$950.00 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$200.00 1 Week: 10/15/12 10/21/12 1 \$200.00 Week: 10/22/12 10/28/12 1 \$200.00

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\$200.00

1

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	939457 / 7	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 **Democratic Senatorial Ca** 

					Spot	s/			
*Line Ch Start Date Er	nd Date Description	n	Start/End Time	Days	Length Wee	k Rate	Type S	Spots	Amount
Start Date End D	ate Weekdays	Spots/Week	<u>Rate</u>						
	/04/12 News Sun	•	530-6p		:30		NM	5	\$2,500.00
Start Date End D		Spots/Week	Rate						
Week: 10/01/12 10/07/		1	\$500.00						
Week: 10/08/12 10/14/		1	\$500.00						
Week: 10/15/12 10/21/		1	\$500.00				1		
Week: 10/22/12 10/28/		1	\$500.00						
Week: 10/29/12 11/04/		1	\$500.00						
	/04/12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date End D		Spots/Week	Rate						
Week: 10/01/12 10/07/ Week: 10/08/12 10/14/		1 1	\$400.00						
	-		\$400.00						
Week: 10/15/12 10/21/ Week: 10/22/12 10/28/		1	\$400.00						
Week: 10/29/12 11/04/		1	\$400.00 \$400.00						
+ · · · · · · · · · · · · · · · · · · ·	<del>.</del>	1							
	0/21/12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End D Week: 10/15/12 10/21/		Spots/Week 1	Rate						
		· · · · · · · · · · · · · · · · · · ·	\$2,500.00						
	/04/12 News Sun		7-9am		:30		NM	5	\$2,000.00
Start Date End D Week: 10/01/12 10/07/		Spots/Week	<u>Rate</u> \$400.00						
Week: 10/08/12 10/14/		1	\$400.00						
Week: 10/15/12 10/21/		1	\$400.00						
Week: 10/22/12 10/28/		1	\$400.00						
Week: 10/29/12 11/04/		1	\$400.00						
	······	With George Sto			:30			_	#2 000 no
Start Date End D		Spots/Week	Rate		:30		NM	2	\$2,000.00
Week: 10/08/12 10/14/		<u> </u>	\$1,000.00						
Week: 10/15/12 10/21/		0	\$0.00						
Week: 10/22/12 10/28/		Ö	\$0.00						
Week: 10/29/12 11/04/	121	1	\$1,000.00				l		
39 WISN 10/09/12 10	)/23/12 DanceRes	ulfe	Tue 7-8p		:30		NM	3	\$12,500.00
Start Date End D		Spots/Week	Rate		.50		LAIAI	J	Ψ12,300.00
Week: 10/08/12 10/14/		1	\$5,000.00				1		
Spot Ch Date Rand	<u>e</u> <u>Descriptio</u>	<u>n</u>	Start/End Time	Weekda	<u>vs Length</u>	Rate	Type		
1 WISN 10/08/12-1	0/14/12 DanceRes	sults	Tue 7-8p	-Tu	:30	\$5,000.00	NM		
See MG 39.3,39.4									
3 WISN 10/08/12-1	0/14/12 DWTS Re	sults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
MG for 40.2,39.1							i		
4 WISN 10/08/12-1	0/14/12 DWTS- Jւ	idges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
⊕ MG for 40.2,39.1									
Week: 10/15/12 10/21/		0	\$0.00				1		
Week: 10/22/12 10/28/	/12 -1	1	\$5,000.00						
	0/09/12 HappyEnd	_	Tue 8-9p		:30		NM	1	\$2,500.00
Start Date End C		Spots/Week	Rate				l		
Week: 10/01/12 10/07/	12 -1	1	\$2,500.00				l		

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Contract / Revision Alt Order # 939457 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Start Date End Date Description
Spoil Ch
1 WISN 1001/12-10/07/12   HappyEnd
See MG 40.3   3   MVSN 100/11/2-1007/12   DWTS results   Tue 8-9p
## See MG 40.4  ## WISN 1001/12-1007/12 DWTS  ## Tue 7-8p  ## Tue 7-8
4 WISN 10/01/12-10/07/12 DV/TS         Tue 7-8p         -Tu         :30         \$2,500.00         NM           6/ MG for 40.3 10/02         Week 10/08/12 10/14/12 - 1         1         \$2,500.00         Start/End Time         Weekdays         Length         Rate         Type           Span Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           2 WISN 10/08/12 10/14/12 14/12         PrivatePractice         Tue 9-10p         :30         NM         2         \$4,400.00           Start Date         End Date         Weekdays         Spots/Week         Rate         Tue 9-10p         :30         NM         2         \$4,400.00           Spot Ch         Date Range         Description         Start/End Time         Tue 9-10p         -Tu
Week   More
Sept Ch
Spot Ch
2 WISN 10/08/12-10/14/12   HappyEnd   Tue 8-9p
See MG 39.33.9.4   At WISN 10/02/12 10/30/12 PrivatePractice   Tue 9-10p   StartEndate End Date   Weekdays   Spots/Week   Rate   S2.200.00   StartEnd Time   Tue 9-10p   Tue 8-10p   Tue
A1 WISN 10/02/12 10/30/12 PrivatePractice   Tue 9-10p   30   NM   2 \$4,400.00
Start Date   End Date   Meekdays   Spots/Week   10/01/12   10/07/12   -1
Seek   10/01/12   10/07/12   -1
1 W/SN   10/01/12-10/07/12   PrivatePractice   Tue 9-10p   -Tu   :30   \$2,200.00   NM
See MG 41.4   4 WISN 10/01/12-10/07/12   Scandal   Thu 9-10p  Th   :30   \$2,200.00   NM
## WISN 10/01/12-10/07/12 Scandal
Week: 10/08/12   10/14/12   -1   1   \$2,200.00
Week: 10/15/12   10/21/12   -1   1   \$2,200.00   Start/End Time   Weekdays   Length   Rate   Type   NM   Start/End Time   Tue 9-10p   -Tu   :30   \$2,200.00   NM   Start/End Time   Tue 9-10p   -Tu   :30   \$2,200.00   NM   Start/End Time   Week   10/22/12   10/28/12     1   \$2,200.00   Sequence   Start/End Time   Tue 9-10p   -Tu   :30   \$2,200.00   NM   Start/End Time   Start/End Time   Start/End Time   Start/End Time   Start/End Time   Start/End Time   Start/End Time   Start/End Time   Start/End Time   Start/End Time   Tue 8-9p   -Tu   :30   \$3,000.00   NM   Start/End Time   Start
Spot Ch
2 WISN 10/15/12-10/21/12   PrivatePractice   Tue 9-10p
Veek: 10/22/12
Week: 10/29/12   11/04/12   1   1   \$2,200.00
A2 WISN 10/16/12 10/30/12 HappyEnd   Tue 8-9p   :30   NM   2 \$6,000.00
Start Date   End Date   Weekdays   Spots/Week   Rate   \$3,000.00
Week:         10/15/12         10/21/12         -1         1         \$3,000.00           Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 W/SN 10/15/12-10/21/12         HappyEnd         Tue 8-9p         -Tu         :30         \$3,000.00         NM           Week:         10/22/12         10/28/12         -1         1         \$3,000.00         S3,000.00           Week:         10/29/12         11/04/12         -1         1         \$3,000.00         NM         1         \$7,000.00           Start Date         End Date         Weekdays         Spots/Week         Rate         NM         1         \$7,000.00           44 WISN 11/03/12         11/03/12         ABC Prime College Footbal         7-1030p         :30         NM         2         \$2,600.00           Start Date         End Date         Weekdays         Spots/Week         Rate         NM         2         \$450.00           Week:         10/29/12         11/04/12         Sun 9-930A         :30         NM         2         \$450.00           Start Date         End Date         Weekdays         Spots/Week         Rate         Rat
Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 WISN 10/15/12-10/21/12         HappyEnd         Tue 8-9p         -Tu         :30 \$3,000.00         NM           Week: 10/22/12 10/22/12 11/04/12 -1         1 \$3,000.00         Start Date         In/Out/In/Out
1 WISN 10/15/12-10/21/12 HappyEnd       Tue 8-9p       -Tu
Credited   Week: 10/22/12   10/28/12   -1   1   \$3,000.00     \$3,000.00     \$2   \$1/04/12   -1   1   \$3,000.00     \$3,000.00     \$1/04/12   10/27/12   10/27/12   College Football Game #2   230p-6p   :30   NM   1   \$7,000.00     \$1/04/12   End Date   Weekdays   Spots/Week   Rate   Week: 10/22/12   10/28/12  1   1   \$7,000.00     \$1/04/12   End Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/29/12   11/04/12   End Date   Weekdays   Spots/Week   Rate   Week: 10/29/12   11/04/12   Sun 9-930A   9-930A   :30   NM   2   \$450.00   Start Date   End Date   Weekdays   Spots/Week   Rate   Rate   Start Date   End Date   Weekdays   Spots/Week   Rate   Rate   Start Date   End Date   Weekdays   Spots/Week   Rate   Rate   Spots/Week   Rate   Rate   Spots/Week   Spots/Week   Spots/Week
Week: 10/22/12       10/28/12       -1       1       \$3,000.00         Week: 10/29/12       11/04/12       -1       1       \$3,000.00         43       WISN 10/27/12       10/27/12       College Football Game #2       230p-6p       :30       NM       1       \$7,000.00         Start Date Week: 10/22/12       End Date U/28/12       Weekdays Spots/Week Pate Novel       Rate Novel       10/28/12       11/03/12       ABC Prime College Football Prime Pate Novel       Rate Novel       NM       2       \$2,600.00         Week: 10/29/12       11/04/12       Weekdays Spots/Week Pate Novel       Rate Novel       11/04/12
Week: 10/29/12 11/04/12 -1 1 \$3,000.00         43 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM 1 \$7,000.00         Start Date End Date Weekdays Spots/Week Neek: 10/22/12 10/28/121 1 \$7,000.00         44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM 2 \$2,600.00         Start Date End Date Weekdays Spots/Week Neek: 10/29/12 11/04/12 Sun 9-930A       9-930A       :30 NM 2 \$450.00         45 WISN 10/28/12 10/28/12 Sun 9-930A       9-930A       :30 NM 2 \$450.00         Start Date End Date Weekdays Spots/Week Rate
Start Date   End Date   Weekdays   Spots/Week   Rate
Start Date   End Date   Weekdays   Spots/Week   Rate
Week: 10/22/12       10/28/12      1-       1       \$7,000.00         44 WISN 11/03/12       11/03/12 ABC Prime College Footbal 7-1030p       :30       NM       2       \$2,600.00         Start Date End Date Weekdays Spots/Week       Rate Rate Rate Rate Rate Rate Rate Rate
Start Date Week:         End Date 10/29/12         Weekdays 11/04/12         Spots/Week Pate 2 1,300.00           45 WISN 10/28/12         10/28/12 Sun 9-930A         9-930A         :30         NM         2         \$450.00           Start Date End Date Weekdays         Spots/Week Rate         Rate
Start Date Week:         End Date 10/29/12         Weekdays 11/04/12         Spots/Week Pate 2 1,300.00           45 WISN 10/28/12         10/28/12 Sun 9-930A         9-930A         :30         NM         2         \$450.00           Start Date End Date Weekdays         Spots/Week Rate         Rate
45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 \$450.00
Start Date End Date Weekdays Spots/Week Rate
Week: 10/22/12 10/20/122 2 \$225,00
40 MION 4010040 4010040 0 111 - 11 1
46 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM 1 \$350.00 Start Date End Date Weekdays Spots/Week Rate
<u>Start Date                                  </u>
Start Date <u>End Date</u> Weekdays <u>Spots/Week</u> Rate

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Print Date 10/10/12



	Contract / Revision 939457 / 7	Alt Order # 06262067		
Contract Dates	Product	Estimate #		
10/02/12 - 11/06/12	DSCC-IE	1533		

Advertiser Original Date / Revision 10/10/12 / 10/10/12 **Democratic Senatorial Ca** 

*line Ch Stort F	Note End D	ata Dagarintia	_	Chart/End Times	Dave	Spots/	Data	T C		A
*Line Ch Start D Start Date	End Date	ate Description		Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
48 WISN 10/15/1		Weekdays  2 Late News	Spots/Week	Rate		-20		NIM	4	ee 400.00
Start Date	End Date	Weekdays	Spots/Week	10-1030p Rate		:30		NM	4	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15/1	12 11/05/1	2 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				i		·
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00				1		
Week: 11/05/12	11/11/12	1	1	\$500.00						
50 WISN 11/06/1				10-11am		:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00						
51 WISN 10/15/1 Start Date	12 11/05/1 End Date	2 ANDERSOI Weekdays	Spots/Week	M-F 11A-12P		:30		NM	4	\$900.00
Week: 10/15/12	10/21/12	1	<u> </u>	<u>Rate</u> \$225.00				ĺ		
Week; 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
52 WISN 10/29/1	12 11/05/1	2 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					-	Ψ1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06/1	12 11/06/1	•		3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ı		
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29/1				4P-5P		:30		NM	2	\$1,200.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week	Rate						
Week: 11/05/12	11/11/12	1	1	\$600.00 \$600.00						
55 WISN 10/15/1 <u>Start Date</u>	12 11/05/1 <u>End Date</u>	2 News M-F 5 Weekdavs	p Spots/Week	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				·		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/1	12 11/05/1	2 News M-F 5	ā	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					·	4.,100.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week; 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/1			•	6-630pm		:30		NM	5	\$6,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u>						
Week: 10/05/12	10/14/12	1	1	\$1,200.00 \$1,200.00						
Troom, tortoriz	10121112	<u>-</u>	r	Ψ1,200.00				i		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	Rate				
Week: 10/22/12	\$1,200.00 \$1,200.00				
Week: 11/05/12 11/11/12 1 1	\$1,200.00				
58 WISN 10/15/12 11/05/12 News M-F 6a	6-7A	:30	NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	14101	7	\$4,000.00
Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
59 WISN 11/06/12 11/06/12 News M-F 6a	6-7A	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	Rate				
	\$1,000.00				
60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	630p-7pm	:30	NM	3	\$2,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$850.00				
Week: 10/29/12 11/04/12 1 1	\$850.00				
Week: 11/05/12 11/11/12 1 1	\$850.00				
61 WISN 10/08/12 11/05/12 Good Morning America	7-9a	:30	NM	5	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1410	Ŭ	Ψ5,000.00
Week: 10/08/12 10/14/12 1 1	\$1,000.00				
Week: 10/15/12 10/21/12 1 1	\$1,000.00				
Week: 10/22/12 10/28/12 1 1	\$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00				
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a	:30	MM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 11/05/12 11/11/12 -1 1	<u>Rate</u> \$1,000.00				
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am	:30	h l h A		04.000.00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	4	\$1,800.00
Week: 10/15/12 10/21/12 1 1	\$450.00				
Week: 10/22/12 10/28/12 1 1	\$450.00				
Week: 10/29/12 11/04/12 1 1	\$450.00				
Week: 11/05/12 11/11/12 1 1	\$450.00				
64 WISN 10/06/12 10/06/12 PostBadger	PostBadger	:30	NM	1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12 10/07/125- 1	\$1,000.00				
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p	:30	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125- 1	<u>Rate</u> \$1,500.00				
66 WISN 10/04/12 10/04/12 LastResort		.00	NINA.		
Start Date End Date Weekdays Spots/Week	Thu 7-8p <u>R</u> ate	:30	NM	1	\$3,000.00
Week: 10/01/12 10/07/12T 1	\$3,000.00				
67 WISN 10/04/12 10/05/12 News M-F 5a	5-6A	:30	NM	1	\$350.00
Start Date	Rate	.00	1 3101	•	ΨΟΟΟ.00
Week: 10/01/12 10/07/12TF 1	\$350.00				
68 WISN 10/06/12 10/06/12 Sa 458-6a	456-6AM	:30	NM	1	\$250.00
Start Date End Date Weekdays Spots/Week	Rate				<b>-</b>
Week: 10/01/12 10/07/12S- 1	\$250.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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10/10/12 / 10/10/12

352

\$321,300.00



	Contract / Revision 939457 / 7	Alt Order # 06262067
<u>Contract Dates</u> 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u> r	riginal Date / Revision

Totals

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days Lengt	. <b></b>	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM :: <u>Rate</u> \$200.00	30 NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC  Start Date	M-F 2-3P :: <u>Rate</u> \$400.00	30 NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p :: <u>Rate</u> \$1,500.00	30 NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12S- 1	INSIDE HUD 1035 <sub>1</sub> :: <u>Rate</u> \$250.00	30 NM	1	\$250.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	252	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	352	\$321,300.00	\$273,105.00

Signature: Date:	
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

### **TERMS AND STANDARD CONDITIONS** FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (lii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

## **AGENCY MATERIAL**

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9. GENERAL

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnish	hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

CONTRACT

	Contract / Rev	vision_	Alt Order	<u> </u>
	939457	7 8	06262067	
Product				
DSCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	1533			
<u>Advertiser</u>			Original Date	/ Revision
Democratic Senatorial Ca	ampaign Com	mittee	10/12/12	/ 10/12/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	cast	Cash
	<u>Station</u>	Accou	nt Executive	Sales Office
	WISN	Will Hildebrandt		HRP -Washingt
	Special Hand	ling		1.

Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 53 Agency Ref Advertiser Ref

Spotal

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spc	ts	Amount
1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		i		+-,+-01.00
Week: 10/01/12	\$350.00		ł		
Week: 10/08/12	\$350.00				
Week: 10/15/12	\$350.00				
Week: 10/22/12	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	13	\$20,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				7-0,000.00
Week: 10/01/12	\$1,600.00				
Week: 10/08/12	\$1,600.00		i		
Spot Ch <u>Date Range</u> <u>Description</u>	Start/End Time	Weekdays Length Rate	Type		
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuwThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM		
See MG 23.7,23.8,23.9,23.10					
Week: 10/15/12	\$1,600.00				
Week: 10/22/12	\$1,600.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	12	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate		, ,,,,,	•	40,000.00
Week: 10/01/12	\$500.00				
Week: 10/08/12	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре		
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17		,,,,,,,			
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM		
See MG 11.15,11.16,11.17		,			
Week: 10/15/12	\$500.00				
Week: 10/22/12	\$500.00		- 1		
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00				
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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	Contract / Revision	Alt Order #
	939457 / 8	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Print Date 10/12/12

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

*line Oh Otaut	Data Euri B	-4- B		O	_	Spots/				
		ate Description		Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 1	Rate						
Week: 10/08/12	10/1/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/14/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00				- 1		
5 WISN 10/02	/12 11/02/	12 Nightline		11p-1130p		.20			_	**
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	8	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						Ψο, 100.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00				- 1		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate				1		
Week: 10/05/12	10/14/12	-TWTF -TWTF	2	\$300.00						
Week: 10/13/12	10/21/12	-TWTF	2 2	\$300.00 \$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00 \$300.00				1		
8 WISN 10/02/		***************************************								
Start Date	End Date	12 KATIE COU Weekdays	Spots/Week	M-F 2-3P		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				ı		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				ļ		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00				1		
9 WISN 10/02/	/12 11/02/	2 3-4p	W	3-4p		:30		NM	10	ØE 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		IVIVI	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/			_	4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						. ,
Week: 10/08/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$600.00						
***		***************************************	*******	\$600.00						
11 WISN 10/02/ Start Date			•	5-530pm		:30		NM	15	\$16,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						

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	Contract / Re	vision	Alt Order#	
	939457	/ 8	06262067	
ntract Dates	Product		Estimate #	
- · ·				

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/12/12 / 10/12/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	Rate			
Week: 10/01/12	\$1,000.00 \$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Time	
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	Type NM	
See MG 11.15,11.16,11.17	о осории	10011111 .50 <del>\$1,000.50</del>	10101	
4 WISN 10/08/12-10/14/12 News M-F 5p	5-5 <b>3</b> 0pm	-TuWThF :30 \$1,000.00	NM	
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight	M O 500 O	ml		
⊕ MG for 13.5,11.3,11.4,3.4,3.3	M-Su 530 <b>-</b> 6p	Th :30 \$3,000.00	NM	
16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	Sa :30 \$700.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3				
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.00	NM	
₩ MG for 13.5,11.3,11.4,3.4,3.3	#4 non no			
Week: 10/15/12	\$1,000.00			
Week: 10/22/12	\$1,000.00		:	
	\$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a Start Date End Date Weekdays Spots/Week	5-6A	:30	NM 15	\$5,250.00
Week: 10/01/12	<u>Rate</u> \$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$350.00			
Week: 10/22/12	\$350.00		i	
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00			
13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 13	\$15,600.00
Start Date End Date Weekdays Spots/Week	Rate			Ψ10,000.00
Week: 10/01/12	\$1,200.00			
Week: 10/08/12 10/14/12 -TWTF 3	\$1,200.00			
Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15,11.16,11.17	6-630pm	-TuWThF :30 \$ <del>1,200.00</del>	NM	
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00		İ	
Week: 10/29/12 11/04/12 -TWTF 3	\$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	.20	NN 46	045
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 15	\$15,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00			
Week: 10/08/12	\$1,000.00			
Week: 10/15/12	\$1,000.00		ŀ	
Week: 10/22/12	\$1,000.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00			
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM 10	\$8,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	,500.00
Week: 10/01/12	\$850.00			
Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 Entertainment Tonight	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 Entertainment Tonight See MG 23.6	630p-7pm	-TuWThF :30 \$850.00	NM	
Week: 10/08/12 10/14/12 -TWTF 2	\$850.00		1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
4 WISN 10/08/12-10/14/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850:00	<u>Type</u> <i>NM</i>	
See MG 31.6		0000.00	· · · · · ]	
			-	

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

				<u></u>						
*Lina Ch Start	Data End D	ata Danavistia	_	01-45-47		Spot				
*Line Ch Start				Start/End Time	Days	Length Wee	k Rate	Type S	pots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week	Rate						
Week: 10/13/12	10/21/12		3	\$850.00				i		
Week: 10/22/12	11/04/12	-TWTF -TWTF	2 3	\$850.00						
				\$850.00						
16 WISN 10/02				7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02				9-10am		.22				
Start Date	End Date	Weekdays	Spots/Week	9-10am Rate		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26	/12 10/26/1	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00			•	Ψ5,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08	/12 11/05/1	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	440,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
	ite Range	Description	<u>ī</u>	Start/End Time	<u>Weekda</u>	<u>ys Length</u>	<u>Rate</u>	<u> Type</u>		
3 WISN 10		/12 Dancing		Prime Other	M	:30	\$5,000.00	NM		
See MG 19 6 WISN 10		/12 Daneina		M 7.0-		.00	05.000.00			
(f) MG for 19.		/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
Week: 10/29/12	11/04/12	1	1	\$5,000.00				i		
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22			•							
Start Date	End Date	Weekdays	Spots/Week	Mon 9-10p <u>R</u> ate		:30		NM	1	\$4,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
Spot Ch Da	te Range	Description	1	Start/End Time	Weekda	ys Length	Rate	Туре		
1 WISN 10	/22/12-10/28/	/12 Castle	-	Mon 9-10p	M		\$4.000.00	NM		
Credited				.,			V ., C C	,,,,,		
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06	/12 11/03/1	2 Late News	Sa 10pm	10-1035p		:30		NM	5	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				[	Ū	Ψ0,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
22 WISN 10/13		-	otball Game #2	230p-6p		:30		NM	1	\$6,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1-	1	\$6,500.00				I		

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 06262067 / 8 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision **Democratic Senatorial Ca** 10/12/12 / 10/12/12

Snotal

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time		tate Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length F	Rate <u>Tvpe</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa :30 \$6,500		
See MG 22.2	200p op	3a .50 \$0,000	700 14,01	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	sa :30 \$6.500	NOO NIM	
® MG for 22.1 10/13	zaop-op	Sa :30 \$6,500	0.00 NM	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	
Week: 10/01/12 10/07/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>F</u>	Rate <u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	\$a :30 \$500	0.00 NM	
See MG 23.6				
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350	0.00 NM	
MG for 15.1,23.1	' '	, , , , , , , , , , , , , , , , , , ,		
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length F	Date Tuno	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p		<del></del>	Rate Type	
·	6-630pm	\$a :30 \$500	<del>9.00</del> NM	
See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM	4000 44	VIET 00 04 000		
	1030p-11p	WThF :30 \$1,500	0.00 NM	
(H) MG for 25.2,2.4,27.1,27.2,2.3,23.2				
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500	0.00 NM	
→ MG for 25.2,2.4,27.1,27.2,2.3,23.2				
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30 \$1,500	0.00 NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	sa :30 \$900	0.00 NM	
→ MG for 25.2,2.4,27.1,27.2,2.3,23.2			]	
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00		l	
	· · · · · · · · · · · · · · · · · · ·			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate			
	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00		•	
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 4	\$2,800.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1100	Ψ2,000.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length	7	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p			Rate <u>Type</u>	
	6-630pm	Sa :30 \$70	<del>0.00</del> NM	
See MG 23.7,23.8,23.9,23.10	4700.00			
Week: 10/15/12 10/21/121- 1	\$700.00		-	
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	11111	<b>\$5,000.00</b>
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
· · · · · · · · · · · · · · · · · · ·	<b>\$000.00</b>		1	

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Contract / Revision Alt Order# 939457 / 8 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

						Spots	s/			
*Line Ch Start I	Date End Da	ate Description	ı	Start/End Time	Days	Length Weel	k Rate	Type Sp	ots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00		******				
27 WISN 10/20/		12 SA 630-7p	_	630p-7p		:30		NM	0	\$0.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1-	Spots/Week 1	Rate						
	ite Range	Description	1	\$500.00 Start/End Time	Mookdov	e Longth	Poto	Type		
		/12 SA 630-7p		630p-7p	Weekday		<u>Rate</u> \$500.00	<u>Type</u> NM		
	3.7,23.8,23.9	•		030μ-7μ		Ja50	<del>\$000:00</del>	1 4141		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
	te Range	<u>Description</u>		Start/End Time	Weekday	rs <u>Length</u>	<u>Rate</u>	<u>Type</u>		
2 WISN 10.	/29/12-11/04/	/12 SA 630-7p		630p-7p		Sa :30	\$500.00	NM		
	3.7,23.8,23.9									
28 WISN 10/13/	/12 10/27/1	l2 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1-	0 1	\$0.00						
				\$1,000.00		· · · · · · · · · · · · · · · · · · ·				
29 WISN 10/06/ Start Date	/12 10/20/1 End Date	12 ABC Prime ( Weekdays	Jollege Footbal Spots/Week			:30		NM	3	\$3,000.00
Week; 10/01/12	10/07/12	1-	<u> 3puis/vveek</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12		Ö	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/	/12 11/03/1	12 News Sat 7-	9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7.,000.00
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- 1-	1	\$450.00						
				\$450.00						
N 31 WISN 10/07			•	10p-1030p		:30		NM	5	\$8,850.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
	ite Range	Description	·	Start/End Time	Weekday	s Length	Rate	Type		
		/12 Late News	10pm	10p-1030p		St :30	\$1,600.00	NM		
See MG 3			·							
		/12 World News	Tonight	M-Su 530-6p	M	:30	\$2,450.00	NM		
⊕ MG for 31.		_								
Week: 10/15/12		_	1	\$1,600.00				1		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$1,600.00						
•				\$1,600.00				·····		
32 WISN 10/14/			_	1030p-11p		:30		NM	4	\$3,800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	/12 11/04/1	12 Su 458-6a	M	458-6AM		:30		NM	4	\$800.00
								-		

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Contract / Revision Alt Order # 939457 / 8 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

Start Date   End Date   Weekdays   Soots/Week   Soots/W	*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Sport Length Wee		Type S	note	Amount
Week: 1008/12   1014/12  1   1   \$200.00							Longa. TVC	n Nate	TypeO	pots	Amount
Week: 10028/12   11048/12  1   1   \$200.00	Week: 10/08/12										
Very   1/10/41/2	Week: 10/15/12		1	1	\$200.00				1		
Start Date			<u>1</u>	1	\$200.00						
Signt Date   End Date   Week(alays   Spots/Week   Spots   Sp	Week: 10/29/12	11/04/12	1	1	\$200.00						
Siart Date   Siart Date   Sinch Date   Sin	34 WISN 10/07	/12 11/04/		530pm	530-6p		:30		NM	5	\$2 500 00
Week: 10/28/12   10/14/12   11/28/12   1   1   5500.00     Week: 10/28/12   10/28/12   11/28/12   1   1   5500.00     Week: 10/28/12   10/28/12   11/28/				Spots/Week						Ū	<b>92,000.00</b>
Week: 10/15/12   10/21/12  1				1					İ		
Week: 10/22/12   10/28/12  1			<del></del>	1							
Section   Sect				1	* * * * * * * *				ŀ		
35 WISN 10/07/12 11/04/12 Sun GMA   Start Date   End Date   Weekdays   End Date   Weekdays   Spots/Week   Start Date   End Date   Weekdays   Spots/Week   Start Date   Start			_	1							
Start Date   End Date   Weekdays   Spots/Week   S400.00	<del></del>		_	I							
Week: 10/01/12         10/07/12        1         1         \$400.00           Week: 10/15/12         10/21/12        1         1         \$400.00           Week: 10/15/12         10/21/12        1         1         \$400.00           Week: 10/22/12         10/21/12        1         1         \$400.00           38 WISN 10/21/12         10/21/12         Onc         Sun 7-8p         :30         NM         1         \$2,500.00           37 WISN 10/07/12         11/04/12         New Sun 7-9a         7-9am         :30         NM         5         \$2,000.00           Week: 10/01/12         11/04/12         New Sun 7-9a         7-9am         :30         NM         5         \$2,000.00           Week: 10/01/12         11/04/12         New Sun 7-9a         7-9am         :30         NM         5         \$2,000.00           Week: 10/01/12         11/04/12         New Sun 7-9a         7-9am         :30         NM         5         \$2,000.00           Week: 10/01/12         10/01/12         1         \$400.00         NM         5         \$2,000.00           Week: 10/15/12         10/21/12         1         \$400.00         NM         2         \$2,000.00				Spoto/Mosk			:30		NM	5	\$2,000.00
Week: 10/08/12   10/14/12  1   1   \$400.00											
Week: 10/15/12   10/21/12   11/04/121   1	Week: 10/08/12		1	i							
Week: 10/22/12   10/28/12  1   1   \$400.00	Week: 10/15/12	10/21/12	1	1							
36 WISN 10/21/12   10/21/12   Once   Sun 7-8p   Sun 8-8p   Sun 8	Week: 10/22/12	10/28/12	1	1							
Start Date   End Date   Meekdays   Spots/Week   1	Week: 10/29/12	11/04/12	1	1	\$400.00						
Start Date   End Date   Week   10/21/12	36 WISN 10/21/	12 10/21/1	12 Once	· · · · · · · · · · · · · · · · · · ·	Sun 7-8n	······································	-30		NIM	4	\$2 E00.00
New   10/15/12   10/21/12   11/04/12   11/				Spots/Week	•		.00		INIVI	ı	\$2,500.00
Start Date   End Date   100/11/2	Week: 10/15/12	10/21/12		1							
Start Date	37 WISN 10/07/	12 11/04/1	12 News Sun	7-9a	7-9am	***************************************	:30		NM	5	\$2,000,00
Week: 10/08/12   10/14/12   10/21/12   10/21/12   10/21/12   10/21/12   10/21/12   11/04/14   11/04/14   11/				Spots/Week						•	Ψ2,000.00
Week: 10/15/12   10/28/12  1   1   \$400.00				1							
Week: 10/22/12   10/28/12  1   1 \$400.00				1							
Week: 10/29/12			_	1				•	l	•	
38 WISN 10/14/12			_	1							
Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Week   10/08/12   10/14/12	***************************************	····	-	1	****						
Week: 10/08/12       10/14/12      1       1       \$1,000.00         Week: 10/15/12       10/21/12        0       \$0.00         Week: 10/22/12       10/28/12        0       \$0.00         Week: 10/29/12       11/04/12        1       \$1,000.00         39 WISN 10/09/12       10/23/12       DanceResults       Tue 7-8p       :30       NM       3       \$12,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate       \$5,000.00       NM       \$5,000.00         Spot Ch       Date Range       Description       Start/End Time       Weekdays       Length       Rate       Type         1 WISN 10/08/12-10/14/12       DanceResults       Tue 7-8p       -Tu       :30       \$5,000.00       NM         ⊕ MG for 40.2,39.1       Tue 8-9p       -Tu       :30       \$5,000.00       NM         ⊕ Week: 10/15/12       10/21/12							:30		NM	2	\$2,000.00
Week: 10/15/12 10/21/12 10/28/12 10/28/12 0 \$0.00         Week: 10/29/12 11/04/12 11/04/12 1 1 \$1,000.00         39 WISN 10/09/12 10/23/12 DanceResults Start Date Start Date Ind Date Weekdays Spots/Week St. 10/08/12 10/14/12				Spois/vveek 1							
Week: 10/22/12 blogs/12 bl	Week: 10/15/12			ò							
Week: 10/29/12         11/04/12        1         1         \$1,000.00           39 WISN 10/09/12         10/23/12         DanceResults         Tue 7-8p         :30         NM         3         \$12,500.00           Start Date Week: 10/08/12         End Date Meekdays Spots/Week         Rate Spot Ch Date Range Type Provided Prov	Week: 10/22/12			=							
39 WISN 10/09/12 10/23/12 DanceResults Tue 7-8p :30 NM 3 \$12,500.00  Start Date End Date Weekdays Spots/Week	Week: 10/29/12	11/04/12	1	1					1		
Start Date   End Date   Weekdays   Spots/Week   Rate   S5,000.00	39 WISN 10/09/	12 10/23/1	2 DanceResi	ılts	Tue 7-8n		-30		NIRA	•	646 500 00
Week: 10/08/12         10/14/12         -1         1         \$5,000.00           Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 WISN 10/08/12-10/14/12         DanceResults         Tue 7-8p         -Tu         :30         \$5,000.00         NM           See MG 39.3,39.4         3 WISN 10/08/12-10/14/12         DWTS Results         Tue 8-9p         -Tu         :30         \$5,000.00         NM           MG for 40.2,39.1         4 WISN 10/08/12-10/14/12         DWTS- Judges Analysis         Tue 7-8p         -Tu         :30         \$2,500.00         NM           Week: 10/15/12         10/21/12          0         \$0.00         \$5,000.00         NM           40 WISN 10/02/12         10/09/12         HappyEnd         Tue 8-9p         :30         NM         1         \$2,500.00           Start Date         End Date         Weekdays         Spots/Week         Rate         Rate         1         \$2,500.00					•		.50		INIVI	3	\$12,500.00
1 W/SN 10/08/12-10/14/12 DanceResults Tue 7-8p -Tu :30 \$5,000.00 NM See MG 39.3,39.4  3 W/SN 10/08/12-10/14/12 DWTS Results Tue 8-9p -Tu :30 \$5,000.00 NM MG for 40.2,39.1  4 W/SN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu :30 \$2,500.00 NM MG for 40.2,39.1  Week: 10/15/12 10/21/12 0 \$0.00 Week: 10/22/12 10/28/12 -1 1 \$5,000.00  Week: 10/22/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate		10/14/12	-1	1							
See MG 39.3,39.4         3 WISN 10/08/12-10/14/12 DWTS Results       Tue 8-9p       -Tu					Start/End Time	Weekda	<u>/s Length</u>	<u>Rate</u>	Type		
3 WISN 10/08/12-10/14/12 DWTS Results Tue 8-9p -Tu			/12 DanceRes	ults	Tue 7-8p	<del>-</del> Ти	:30	\$5,000.00	NM		
<ul> <li>         ⊕ MG for 40.2,39.1         <ul> <li>4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu</li> <li>30 \$2,500.00 NM</li> </ul> </li> <li>         ⊕ MG for 40.2,39.1         <ul> <li>Week: 10/15/12 10/21/12</li> <li>0 \$0.00</li> </ul> </li> <li>         ₩eek: 10/22/12 10/28/12 -1 1 \$5,000.00         <ul> <li>40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM</li> <li>1 \$2,500.00</li> </ul> </li> <li>         Start Date End Date Weekdays Spots/Week Rate</li> </ul>			WA DIAMOR								
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis Tue 7-8p -Tu :30 \$2,500.00 NM  ⊕ MG for 40.2,39.1  Week: 10/15/12 10/21/12 0 \$0.00  Week: 10/22/12 10/28/12 -1 1 \$5,000.00  40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00  Start Date End Date Weekdays Spots/Week Rate	_		12 DWIS Res	sults	Tue 8-9p	-Tu	· <b>-</b> :30	\$5,000.00	NM		
			//2 DW/TS. Ju	dans Analysis	Tue 7.0-	77.					
Week: 10/15/12       10/21/12        0       \$0.00         Week: 10/22/12       10/28/12       -1       1       \$5,000.00         40 WISN 10/02/12       10/09/12       HappyEnd       Tue 8-9p       :30       NM       1       \$2,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate			15 DAA 10. 10	ages Milalysis	rue /-op	-14	:= :30	\$2,500.00	NM		
Week: 10/22/12       10/28/12       -1       1       \$5,000.00         40 WISN 10/02/12       10/09/12       HappyEnd       Tue 8-9p       :30       NM       1       \$2,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate	_	•		n	<u></u> ያስ ስስ				- 1		
40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 1 \$2,500.00 <u>Start Date End Date Weekdays Spots/Week Rate</u>			-1						- 1		
Start Date End Date Weekdays Spots/Week Rate		***************************************		-		***************************************	.00				
TOTO				Spots/Meek	•		:30		NM	1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 / 8 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

Start Date End Date Weekdays Spots/Week Rate Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p -Tu :30 \$2,500.00 NM See MG 40.3	Amount
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p -Tu :30 \$2,500.00 NM See MG 40.3	
1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p -Tu:30 \$2,500.00 NM See MG 40.3	
3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p -Tu :30 \$2,500.00 NM	
(b) See MG 40.4	
4 WISN 10/01/12-10/07/12 DWTS Tue 7-8p -Tu :30 \$2,500.00 NM	
₩ MG for 40.3 10/02 Week: 10/08/12 10/14/12 -1 1 \$2.500.00	
Shot Ch. Date Dasse. Description	
0.14(0)1.40(0)40.40(4)40.41	
2 WISN 10/08/12-10/14/12 HappyEnd	
44 WICH 4000MO 4000MO Divid Divid	
41 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p :30 NM 2 : <u>Start Date End Date Weekdays Spots/Week</u> Rate	34,400.00
Week: 10/01/12 10/07/12 -1 1 \$2,200.00	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type	
1 WISN 10/01/12-10/07/12 PrivatePractice Tue 9-10p -Tu :30 \$2,200.00 NM	
See MG 41.4	
4 WISN 10/01/12-10/07/12 Scandal Thu 9-10pTh :30 \$2,200.00 NM	
₩ MG for 41.1 10/02	
Week: 10/08/12 10/14/12 0 \$0.00	
Week: 10/15/12 10/21/12 -1 1 \$2,200.00 <u>Spot Ch Date Range Description</u> Start/End Time Weekdays Length Rate Type	
0.14(0)1 4045(40.40(40	
2 WISN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu :30 \$2 <u>;200-00</u> NM Credited	
Week: 10/22/12 10/28/12 0 \$0.00	
Week: 10/29/12 11/04/12 -1 1 \$2,200.00	
42 MICH 104C42 402040 U	20.000.00
42 WISN 10/16/12 10/30/12 HappyEnd Fue 8-9p :30 NM 2 : Start Date End Date Weekdays Spots/Week Rate	6,000.00
Week: 10/15/12 10/21/12 -1 1 \$3,000.00	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type	
1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu :30 \$3,000.00 NM	
Credited	
Week: 10/22/12	
Week: 10/29/12 11/04/12 -1 1 \$3,000.00	
43 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM 1	67,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12	
41,000.00	
	2,600.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/29/12         11/04/12        2-         2         \$1,300.00	
45 MICH 4000M2 4000M2 0 0 0004	
45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 <u>Start Date End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Rate	\$450.00
<u>Start Date                                  </u>	
40 MICH 400040 400040 0 111 111	
46 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM 1 <u>Start Date End Date Weekdays Spots/Week Rate</u>	\$350.00
Week: 10/22/12 10/28/12 1 1 \$350.00	
47 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM 1	\$350.00
Start Date End Date Weekdays Spots/Week Rate	\$350.00
Week: 11/05/12 11/11/12 -1 1 \$350.00	

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/12/12 / 10/12/12

*Line Ch Start	: Date End [	Date Descripti	on	Start/End Time	Spots Days Length Week		Tuna C	\	
Start Date		Weekdays	Spots/Week	Rate	Days Length Week	Rate	TypeS	pots	Amount
48 WISN 10/18				10-1030p	:30				**
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	.50		NM	4	\$6,400.00
Week: 10/15/12	10/21/12	1	1	\$1,600.00					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,600.00					
Week: 11/05/12	11/11/12	1 1	1	\$1,600.00					
49 WISN 10/15				\$1,600.00					
Start Date	End Date	Weekdays	Spots/Week	10-11am <u>Rate</u>	:30		NM	4	\$2,000.00
Week: 10/15/12	10/21/12	1	<u>opots/Week</u> 1	\$500.00			ŀ		
Week: 10/22/12	10/28/12	1	1	\$500.00					
Week: 10/29/12	11/04/12	1	1	\$500.00					
Week: 11/05/12	11/11/12	1	11	\$500.00			i		
50 WISN 11/06				10-11am	:30		NM	1	\$500.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	Rate				·	4000.00
51 WISN 10/15			•	\$500.00					
Start Date	End Date	Weekdays	N COOPER Spots/Week	M-F 11A-12P	:30		NM	4	\$900.00
Week: 10/15/12	10/21/12	1	<u> </u>	<u>Rate</u> \$225.00					
Week: 10/22/12	10/28/12	1	1	\$225.00					
Week: 10/29/12	11/04/12	1	1	\$225.00					
Week: 11/05/12	11/11/12	1	1	\$225.00			Ī		
52 WISN 10/29				3-4p	:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>			1	_	\$1,000.00
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$500.00					
			1	\$500.00					
53 WISN 11/06 Start Date	/12 11/06/ <sup>-</sup> End Date	12 3-4p <u>Weekdays</u>	SpotoAllank	3-4p	:30		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	Spots/Week 1	<u>Rate</u> \$500.00					
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P	:30			_	
Start Date	End Date	Weekdays	Spots/Week	Rate	.50		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00					
Week: 11/05/12	11/11/12	1	1	\$600.00					
55 WISN 10/15				5-530pm	:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate					+ 1,000.00
Week: 10/22/12	10/28/12	1	1	\$1,000.00 \$1,000.00					
Week: 10/29/12	11/04/12	1 <b></b>	1	\$1,000.00			1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00					
56 WISN 10/15/	/12 11/05/1	2 News M-F	5a	5-6A	:30		NIM	4	04 400 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	.00		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00					
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$350.00					
Week: 11/05/12	11/11/12	1	1	\$350.00					
57 WISN 10/08/	****		<u> </u>	\$350.00					
Start Date	12 11/05/1 End Date	2 News M-F ( Weekdays	Spots/Week	6-630pm	:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	<u> </u>	<u>Rate</u> \$1,200.00					
Week: 10/15/12	10/21/12	1	1	\$1,200.00					
							1		

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 Contract / Revision
 Alt Order #

 939457 / 8
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/12/12 / 10/12/12

Start Date   End Date   End Date   Cestorption   Start/End Time   Days   Length Week   Rate   Type Spots   Amount	Start Date
Week: 10028/12   100/8/12   1	Week: 10/22/12   10/28/12   1
Week: 10/20/12   11/04/12   1   1   51,200.00	Week: 10/29/12   11/14/12   1   1   51,000.00
Seek   17/05/12   17/17/12   17/05/12   News M-F 6a   6-7A   30   NM   4   \$4,000.00	Week: 11/05/12
Siart Date   End Date   Meekclaws   Solst-Week   Rate   Week: 1072/12   10728/12   1   1   \$1,000.00	Start Date   End Date   Weekdays   SpotsWeek   Rate   Week: 10/22/12   10/28/12   1   1   \$1,000.00   Week: 10/29/12   11/04/12   1   1   \$1,000.00   Week: 10/29/12   11/04/12   1   1   \$1,000.00   Week: 10/29/12   11/04/12   News M-F 6a   6-7A   .30   NM   1   \$1,000.00   Start Date   End Date   Weekdays   SpotsWeek   \$1,000.00   Start Date   End Date   Weekdays   SpotsWeek   \$1,000.00   Week: 10/29/12   11/05/12   Entertainment Tonight   SpotsWeek   Rate   Week: 10/22/12   11/05/12   Entertainment Tonight   SpotsWeek   Rate   Week: 10/22/12   11/05/12   11/11/12   1   1   \$1,000.00   Week: 10/22/12   11/05/1
Siart Date   Find Date   Meekdays   Spots/Week   Rate	Start Date   End Date   Weekdays   SpotsWeek   Rate   Week: 10/15/12   10/15/12   1   1   1   1,000.00
Week: 10/22/12   10/28/12   1	Week: 10/22/12   10/28/12   1
Week: 10/08/12   11/08/12   1	Week: 10/29/12   11/04/12   1   1   \$1,000.00
Week: 11/05/12	Section   Week: 11/05/12   11/11/12   1   1   \$1,000.00
S9 WISN 11/06/12 11/106/12   News M-F 6a   S1,000.00   Start Date   End Date   Weekdays   Spots/Week   S1,000.00	Second Columbia
Start Date   End Date   Weekdays   Spots/Week   Start Date   Start D	Start Date   End Date   Weekdays   Spots/Week   \$1,000.00
Week: 11/05/12	Week: 11/05/12   11/11/12   -1   1   \$1,000.00     Start Date   End Date   Weekdays   Spots/Week   Section   Start Date   Section
Start Date   End Date   Weekdays   Spots/Week   Rate   Septiment	Start Date   End Date   1/102/12   10/28/12   1   1   \$850.00
Week: 10/22/12   10/28/12   1	Week: 10/22/12
Week: 11/02/12   11/04/12   1   1	Week: 10/29/12
Meek: 11/05/12   11/11/12   1   1	Week: 11/05/12
Start Date   Find Date   Weekdays   Spots/Week   Start Date   Start	61 WISN 10/08/12 11/05/12 Good Morning America 7-9a :30 NM 5 \$5,000.00    Start Date Veek: 10/08/12 10/08/12 10/12 1
Start Date	Start Date   End Date   Weekdays   Spots/Week   \$1,000.00
Week: 10/15/12   10/21/12   1	Week: 10/15/12       10/21/12       1       1       \$1,000.00         Week: 10/22/12       10/28/12       1       1       \$1,000.00         Week: 10/29/12       11/04/12       1       1       \$1,000.00         Week: 11/05/12       11/11/12       1       1       \$1,000.00         62 WISN 11/05/12       11/06/12       Good Morning America 7-9a       :30       NM       1       \$1,000.00         8 Week: 11/05/12       11/11/12        1       \$1,000.00       1       1       \$1,000.00         63 WISN 10/15/12       11/105/12       LIVE WITH KELLY!       9-10am       :30       NM       4       \$1,800.00         Start Date Week: 10/15/12       10/21/12       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       1       1       \$450.00       <
Week: 10/22/12   10/28/12   1   1   \$1,000.00	Week: 10/22/12       10/28/12       1       1       \$1,000.00         Week: 10/29/12       11/04/12       1       1       \$1,000.00         Week: 11/05/12       11/11/12       1       1       \$1,000.00         62 WISN 11/06/12       11/06/12       Good Morning America       7-9a       :30       NM       1       \$1,000.00         Start Date       End Date       Weekdays       Spots/Week       Rate       **
Week: 10/29/12	Week: 10/29/12 11/04/12 1 1 \$1,000.00         Week: 11/05/12 11/11/12 1 1 \$1,000.00         62 WISN 11/06/12 11/06/12 11/06/12 Good Morning America 7-9a :30       :30         Start Date Week: 11/05/12 11/05/12 11/11/12 -1 1 \$1,000.00       Store Rate Start Date Weekdays Spots/Week Rate Week: 11/05/12 11/05/12 LIVE WITH KELLY!       9-10am :30       :30         Week: 10/15/12 10/15/12 10/15/12 10/21/12 1 1 \$450.00       1 \$450.00         Week: 10/15/12 10/28/12 10/28/12 1 1 \$450.00       1 \$450.00         Week: 10/15/12 11/04/12 1 1 \$450.00       1 \$450.00         Week: 11/05/12 11/04/12 1 1 \$450.00       1 \$450.00         Week: 11/05/12 10/06/12 10/06/12 10/06/12 PostBadger Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1 \$1,000.00       Start Date End Date Weekdays Spots/Week Rate St.,000.00         65 WISN 10/06/12 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p Start Date End Date Weekdays Spots/Week Rate       630-7p, 6-630p Rate       :30       NM       1 \$1,500.00
Week: 11/05/12	Week: 11/05/12       11/11/12       1 \$1,000.00         62 WISN 11/06/12 11/06/12 Good Morning America       7-9a       :30       NM       1 \$1,000.00         Start Date Week: 11/05/12       Weekdays       Spots/Week       Rate \$1,000.00         63 WISN 10/15/12       11/05/12       LIVE WITH KELLY!       9-10am       :30       NM       4 \$1,800.00         Start Date Week: 10/15/12 10/21/12       End Date Weekdays       Spots/Week Spots/Week       Rate \$450.00         Week: 10/29/12       11/04/12       1       1       \$450.00         Week: 10/05/12       11/11/12       1       1       \$450.00         Week: 11/05/12       11/04/12       1       1       \$450.00         Week: 11/05/12       11/11/12       1       1       \$450.00         Week: 10/05/12       10/06/12       PostBadger       PostBadger       :30       NM       1       \$1,000.00         64 WISN 10/06/12       End Date Weekdays       Spots/Week Spots/Week       Rate \$1,000.00       ***       ***       ***         65 WISN 10/06/12       BIG 12 BadgerPost End Date End Date End Date End Date Weekdays       Spots/Week Spots/Week Spots/Week
Start Date   End Date   Weekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Rate   Start Date   End Date   Meekdays   Spots/Week   Rate   Start Date   End Date   Meekdays   Spots/Week   Rate   Start Date   Start Date   Start Date   End Date   Meekdays   Spots/Week   Start Date   Start Date   End Date   Meekdays   Spots/Week   Start Date   Start Date   End Date   Meekdays   Spots/Week   Start Date   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   End Date   Meekdays   Spots/Week   Start Date   End Date   End Date   Meekdays   Spots/Week   Start Date   End Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   End Date   Meekdays   Spots/Week   Start Date   Start Date   End Date   Meekdays   Spots/Week   Start Date	62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM 1 \$1,000.00    Start Date Week: 11/05/12 11/11/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM 4 \$1,800.00    63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM 4 \$1,800.00    Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$450.00    Week: 10/22/12 10/28/12 1 1 \$450.00    Week: 10/29/12 11/04/12 1 1 \$450.00    Week: 11/05/12 11/11/12 1 1 \$450.00    Week: 11/05/12 11/11/12 1 1 \$450.00    Week: 11/05/12 11/11/12 1 1 \$450.00    Week: 10/05/12 11/11/12 1 1 \$450.00    Week: 10/05/12 10/06/12 PostBadger PostBadger :30 NM 1 \$1,000.00    64 WISN 10/06/12 10/06/12 PostBadger Rate Week: 10/01/12 10/07/12S- 1 \$1,000.00    65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM 1 \$1,500.00    Start Date End Date Weekdays Spots/Week Rate
Start Date   Hold Properties	Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM 4 \$1,800.00  Start Date Week: 10/15/12 10/21/12 1 1 \$450.00  Week: 10/15/12 11/05/12 11/05/12 1 1 \$450.00  Week: 10/29/12 11/05/12 11/11/12 1 1 \$450.00  Week: 11/05/12 11/11/12 1 1 \$450.00  Week: 10/15/12 11/11/12 1 1 \$450.00  Week: 10/15/12 11/11/12 1 1 \$450.00  Week: 10/15/12 11/11/12 1 1 \$450.00  Week: 10/15/12 11/11/12 1 1 \$450.00  Start Date End Date Weekdays Spots/Week	63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM 4 \$1,800.00  Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$450.00 Week: 10/29/12 11/04/12 1 1 \$450.00 Week: 11/05/12 11/11/12 1 1 \$450.00 Week: 11/05/12 11/11/12 1 1 \$450.00  64 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM 1 \$1,000.00  Start Date Week: 10/01/12 End Date Weekdays Spots/Week Rate Week: 10/01/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM 1 \$1,500.00  Start Date End Date Weekdays Spots/Week Rate  Weekdays Spots/Week Rate
Start Date   End Date   Weekdays   Spots/Week   Rate   S450.00	Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/15/12         10/21/12         1         1         \$450.00           Week: 10/22/12         10/28/12         1         1         \$450.00           Week: 10/29/12         11/04/12         1         1         \$450.00           Week: 11/05/12         11/11/12         1         1         \$450.00           64 WISN 10/06/12         10/06/12         PostBadger         :30         NM         1         \$1,000.00           Start Date         End Date         Weekdays         Spots/Week         Rate         \$1,000.00           65 WISN 10/06/12         10/06/12         BIG 12 BadgerPost         630-7p, 6-630p         :30         NM         1         \$1,500.00           Start Date         End Date         Weekdays         Spots/Week         Rate         Rate         NM         1         \$1,500.00
Week: 10/15/12       10/21/12       1       1       \$450.00         Week: 10/22/12       10/28/12       1       1       \$450.00         Week: 10/29/12       11/04/12       1       1       \$450.00         Week: 11/05/12       11/11/12       1       1       \$450.00         64 WISN 10/06/12       10/06/12 PostBadger Start Date End Date WeekdaysS-       PostBadger Post St.,000.00       88 WISN 10/06/12 10/07/12       10/07/12 PostBadger St.,000.00       88 Weekdays Spots/Week St.,000.00       88 Weekdays Spots/Week St.,000.00       88 WiSN 10/06/12 10/06/12 LastResort St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays Spots/Week St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 Weekdays St.,000.00       80 We	Week: 10/15/12       10/21/12       1 \$450.00         Week: 10/22/12       10/28/12       1 \$450.00         Week: 10/29/12       11/04/12       1 \$450.00         Week: 11/05/12       11/11/12       1 \$450.00         64 WISN 10/06/12       10/06/12       PostBadger PostBadger PostBadger Post Find Date Weekdays Spots/Week Pate Week: 10/01/12       Rate Start Date Tologo Post Post Post Post Post Post Post Pos
Week: 10/22/12 10/28/12 11/04/12 11/04/12 1 1 \$450.00         Week: 11/05/12 11/104/12 11/11/12 1 1 \$450.00         64 WISN 10/06/12 10/06/12 10/06/12 PostBadger Start Date Week: 10/01/12 10/07/12 10/07/12	Week: 10/22/12       10/28/12       1       1       \$450.00         Week: 10/29/12       11/04/12       1       1       \$450.00         Week: 11/05/12       11/11/12       1       1       \$450.00         64 WISN 10/06/12       10/06/12       PostBadger       :30       NM       1       \$1,000.00         Start Date       End Date       Weekdays       Spots/Week       Rate       \$1,000.00         65 WISN 10/06/12       10/06/12       BIG 12 BadgerPost       630-7p, 6-630p       :30       NM       1       \$1,500.00         Start Date       End Date       Weekdays       Spots/Week       Rate
Week: 10/29/12 11/04/12 1 1 \$450.00         Week: 11/05/12 11/11/12 1 1 \$450.00         64 WISN 10/06/12 10/06/12 PostBadger Start Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1 \$1,000.00       PostBadger PostBadger PostBadger	Week: 10/29/12       11/04/12       1       1 \$450.00         Week: 11/05/12       11/11/12       1       1 \$450.00         64 WISN 10/06/12       10/06/12       PostBadger PostBadger PostBadger Post Fate PostBadger Post Start Date Start Date Start Date End Date Big 12 BadgerPost Start Date End Date Weekdays Spots/Week Rate       830-7p, 6-630p Rate Post Rate Rate
64 WISN 10/06/12 10/06/12 PostBadger PostBadger Rate Week: 10/01/12 10/07/12S- 1 Spots/Week Rate Week: 10/01/12 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p Start Date Find Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12S- 1 Spots/Week Rate Week: 10/01/12 10/07/12S- 1 Spots/Week Rate Week: 10/01/12 10/07/12S- 1 Spots/Week Rate Week: 10/01/12 10/07/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00  66 WISN 10/04/12 10/07/12T 1 \$3,000.00  67 WISN 10/04/12 10/05/12 News M-F 5a S-6A :30 NM 1 \$350.00  68 WISN 10/06/12 10/07/12 Sa 458-6a 456-6AM :30 NM 1 \$250.00	64 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM 1 \$1,000.00    Start Date   End Date   Weekdays   Spots/Week   Rate    S-   1   \$1,000.00    S-   1   \$1,000.00    S-   1   \$1,000.00    S-   1   \$1,000.00    S-   1   \$1,000.00    S-   1   \$1,000.00    S-   1   \$1,000.00    S-   1   \$1,000.00    S-   1   \$1,500.00    S-   1   \$1,500.00    S-   1   \$1,500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Weekdays   Spots/Week   Start Date   Weekdays   Spots/Week   Start Date   Weekdays   Spots/Week   Start Date   Start Date   Start Date   End Date   Weekdays   Spots/Week   Start Date   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Star	Start Date Week:         End Date 10/01/12         Weekdays Spots/Week \$1,000.00         Rate \$1,000.00           65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date         630-7p, 6-630p Spots/Week Rate         :30         NM         1         \$1,500.00
Start Date   End Date   10/07/12   10/06/12   10/06/12   BIG 12 BadgerPost   630-7p, 6-630p   30   NM   1   \$1,500.00	Start Date   End Date   Weekdays   Spots/Week   Rate
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM 1 \$1,500.00    Start Date Week: 10/01/12 10/07/12	65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM 1 \$1,500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   \$1,500.00	Start Date End Date Weekdays Spots/Week Rate
Week: 10/01/12       10/07/12      S-       1       \$1,500.00         66 WISN 10/04/12 10/04/12 LastResort       Thu 7-8p       :30       NM       1       \$3,000.00         Start Date Week: 10/01/12       End Date 10/07/12       Weekdays Spots/Week Sa,000.00       Rate Sa,000.00       *30       NM       1       \$350.00         67 WISN 10/04/12 10/05/12 News M-F 5a Start Date Weekdays 10/07/12       Weekdays Spots/Week Rate Sa,000.00       *350.00       *350.00         68 WISN 10/06/12 10/07/12       10/06/12 Sa 458-6a       456-6AM       :30       NM       1       \$250.00	
66 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00  Start Date Week: 10/01/12 10/07/12T 1 \$3,000.00  67 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM 1 \$350.00  Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12TF 1 \$350.00  68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM 1 \$250.00	Week: 10/01/12 10/07/125- 1 \$1,500.00
Start Date Week: 10/01/12         End Date 10/07/12         Weekdays 2 T         Spots/Week 3,000.00         Rate 3,000.00           67 WISN 10/04/12 10/05/12         10/05/12 News M-F 5a 5-6A 3,000.00         :30         NM 1 \$350.00           Start Date Week: 10/01/12 10/07/12 10/07/12         End Date Veekdays Spots/Week Rate 10/07/12 TF- 1 \$350.00         NM 1 \$350.00           68 WISN 10/06/12 10/06/12 10/06/12         Sa 458-6a 456-6AM 30         NM 1 \$250.00	CC MICH 40/0/40 40/0/40 1 1D
67 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM 1 \$350.00  Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12TF 1 \$350.00  68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM 1 \$250.00	Start Date End Date Weekdays Spots/Week Rate
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Week: 10/01/12     10/07/12    TF     1     \$350.00       68 WISN 10/06/12     10/06/12     Sa 458-6a     456-6AM     :30     NM     1     \$250.00	1 4000.00
68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM 1 \$250.00	
····· • • • • • • • • • • • • • • • • •	CO. MICH. 40/00/40 40/00/40 C. 450.0
<u>otari bato End bate weekbays opulsiweek</u> rkate	Start Date End Date Weekdays Spots/Week Rate
Week: 10/01/12 10/07/125- 1 \$250.00	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order #
	939457 / 8	06262067
Contract Dates	Product	Estimate #
0/02/12 - 11/06/12	DSCC-IE	1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/12/12 / 10/12/12

Spots/

*Line Ch Start Date End Date Description	Start/End Time Day	ys Length Week Ra	ate Type S	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	ММ	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date	INSIDE HUD 1035 <sub>]</sub> <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		351	\$321,300.00

# of Spots Time Period **Gross Amount** Net Amount 10/01/12 -10/28/12 251 \$232,100.00 \$197,285.00 \$89,200.00 10/29/12 -11/06/12 100 \$75,820.00 Totals 351 \$273,105.00 \$321,300.00

Signature:	Date:
	54101

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision	$\neg$	Alt Order #		
	939457	/ 9	- 1	06262067		
Product						
DSCC-IE						
Contract Dates	Estimate #					
10/02/12 - 11/06/12	1533					
Advertiser			Ori	ginal Date /	Revision	
Democratic Senatorial Ca	ımpaign Com	mittee	1	0/18/12	/ 10/18/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broadcast			Cash	
	Station	Accour	nt E	xecutive	Sales Office	
İ	WISN	Will Hil	ldeb	randt	HRP -Washingto	
	Special Hand	ling			<u> </u>	
	Demographic					
	Adults 35+					
	IDB#	Adverti	ser	Code	Product Code	
	8091	49			53	
	Agency Ref	<u> </u>		Advertiser	Ref	

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$350.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 10-1030p WISN 10/02/12 11/02/12 Late News 10PM :30 NM 13 \$20,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$1,600.00 2 Week: 10/08/12 10/14/12 -TWTF--\$1,600.00 Date Range Spot Ch Description Start/End Time <u>Weekdays</u> Length Rate Type 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 11 \$5,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--\$500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate <u>Type</u> 3 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Туре 7 WISN 10/15/12-10/21/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 5.9,5.10,5.11

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 / 9 06262067 Contract Dates Estimate # Product

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Start Date End Date De	escription	Start/End Time	Days Leng	Spot th Wee		TypeS	Spots	Amount
Start Date End Date Week		Rate					*****	· · · · · · · · · · · · · · · · · · ·
Week: 10/22/12 10/28/12 -TwT Week: 10/29/12 11/04/12 -TwT	<del>-</del>	\$500.00						
***************************************		\$500.00	· · · · · · · · · · · · · · · · · · ·					
4 WISN 10/02/12 11/02/12 Lat <u>Start Date</u> <u>End Date</u> <u>Week</u>	te News 1030PM days Spots/Week	1030p-11p	;	30		NM	5	\$4,750.00
Week: 10/01/12 10/07/12 -TWT		<u>Rate</u> \$950.00						
Week: 10/08/12 10/14/12 -TWT.		\$950.00						
Week: 10/15/12 10/21/12 -TWT	F 1	\$950.00						
Week: 10/22/12 10/28/12 -TwT	F 1	\$950.00						
Week: 10/29/12 11/04/12 -TWT	F 1	\$950.00						
N 5 WISN 10/02/12 11/02/12 Nig	ghtline	11p-1130p		30		NM	10	\$8,900.00
Start Date End Date Week		Rate						70,000.00
Week: 10/01/12 10/07/12 -TWT	•	\$750.00						
Week: 10/08/12 10/14/12 -TWT		\$750.00						
Week: 10/15/12 10/21/12 -TWT		\$750.00						
	escription	Start/End Time		<u>ength</u>	<u>Rate</u>	<u>Type</u>		
See MG 5.9,5.10,5.11	ghtline	11p-1130p	-TuWThF	:30	<del>\$750.00</del>	NM		
	orld News Tonight	*Sun 5-530p	St	:30	\$1,500.00	NINA		
MG for 3.7,13.6,13.7,5.3	ond mond romgine	Ошт 5-550р		.50	\$1,500.00	NM		
	orld News Tonight	*Sun 5-530p	St	:30	\$1,500.00	NM		
→ MG for 3.7,13.6,13.7,5.3	J				4 1,000.00	1,111		
	ews Sun 7-9a	7-9am	SL	:30	\$650.00	NM		
MG for 3.7,13.6,13.7,5.3						l		
Week: 10/22/12 10/28/12 -TWTI	<del>-</del>	\$750.00						
Week: 10/29/12 11/04/12 -TWTI		\$750.00						
6 WISN 10/02/12 11/02/12 AN	IDERSON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/01/12 10/07/12 -TwTI		Rate						
	<del>-</del>	\$225.00						
Week: 10/08/12 10/14/12 -TWTI Week: 10/15/12 10/21/12 -TWTI	<del></del>	\$225.00						
Week: 10/22/12 10/28/12 -TWTI		\$225.00 \$225.00						
Week: 10/29/12 11/04/12 -TWT	•	\$225.00						
	E CHEW	***************************************						
Start Date End Date Week		12P-1P		:30		NM	8	\$2,400.00
Week: 10/08/12 10/14/12 -TWT		<u>Rate</u> \$300.00						
Week: 10/15/12 10/21/12 -TWTF		\$300.00				1		
Week: 10/22/12 10/28/12 -TWTF		\$300.00						
Week: 10/29/12 11/04/12 -TWT	F 2	\$300.00				İ		
	TIE COURIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date End Date Week		<u>Rate</u>				,,,,,		Ψ4,000.00
Week: 10/01/12 10/07/12 -TWT	_	\$400.00						
Week: 10/08/12 10/14/12 -TWT		\$400.00						
Week: 10/15/12 10/21/12 -TWTF Week: 10/22/12 10/28/12 -TWTF		\$400.00						
141 / 1444		\$400.00						
	70	\$400.00						
9 WISN 10/02/12 11/02/12 3-4	•	3-4p		:30		NM	10	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Week</u> Week: 10/01/12 10/07/12 -TWT	<del></del>	Rate						
Week: 10/08/12 10/14/12 -TWT	<del>_</del>	\$500.00 \$500.00						
1011112 - WI		φυσυ.υυ				l		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 / 9 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Start Date End Date Descri	ption	Start/End Time	Spo Days Length We		TypeS	inots	Amount
Start Date End Date Weekdays		Rate		T. T. T. C. C.	7,700	poto	Anount
Week: 10/15/12 10/21/12 -TWTF	2	\$500.00					
Week: 10/22/12 10/28/12 -TWTF	2	\$500.00					
Week: 10/29/12 11/04/12 -TWTF	2	\$500.00					
10 WISN 10/02/12 11/02/12 DR. OZ		4P-5P	:30		NM	10	\$6,000.00
Start Date End Date Weekdays	Spots/Week	<u>Rate</u>					ΨΟ,ΟΟΟ.00
Week: 10/01/12 10/07/12 -TWTF	2	\$600.00			•		
Week: 10/08/12 10/14/12 -TWTF	2	\$600.00					
Week: 10/15/12 10/21/12 -TWTF	2	\$600.00					
Week: 10/22/12 10/28/12 -TwTF Week: 10/29/12 11/04/12 -TwTF	2	\$600.00					
	2	\$600.00					
11 WISN 10/02/12 11/02/12 News M		5-530pm	:30		NM	15	\$16,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/12 -TWTF		Rate					
Week: 10/01/12	2 3	\$1,000.00			1		
Spot Ch Date Range Descrip		\$1,000.00 Start/End Time	Managadassa I assault	Б.	_		
3 WISN 10/08/12-10/14/12 News I		Start/End Time 5-530pm	Weekdays Length -TuWThF ;30	Rate	<u>Type</u>		
See MG 11.15,11.16,11.17	и-т ор	3-330pm	-TuWThF :30	\$1,000.00	NM		
4 WISN 10/08/12-10/14/12 News I	M-F 5p	5-530pm	-TuWThF :30	\$1,000.00	NM		
See MG 11.15,11.16,11.17		с ссер	.00	Ψ1,000.00	1 1 1 1 1		
15 WISN 10/11/12-10/11/12 World I	News Tonight	M-Su 530-6p	Th :30	\$3,000.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3		•		, , , , , , , , , , , ,			
16 WISN 10/13/12-10/13/12 College	Football Game #1	11a-230	sa :30	\$700.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3							
17 WISN 10/12/12-10/12/12 Jimmy	Kimmel	1130-1230a	F :30	\$500.00	NM		
(f) MG for 13.5,11.3,11.4,3.4,3.3							
Week: 10/15/12 10/21/12 -TWTF Week: 10/22/12 10/28/12 -TWTF	3	\$1,000.00					
Week: 10/22/12 10/28/12 -TwTF Week: 10/29/12 11/04/12 -TwTF	3 3	\$1,000.00			1		
		\$1,000.00					
12 WISN 10/02/12 11/02/12 News M Start Date End Date Weekdays		5-6A	:30		NM	15	\$5,250.00
<u>Start Date                                  </u>	<u>Spots/Week</u> 2	<u>Rate</u> \$350.00					
Week: 10/08/12 10/14/12 -TWTF	3	\$350.00					
Week: 10/15/12 10/21/12 -TWTF	3	\$350.00					
Week: 10/22/12 10/28/12 -TWTF	3	\$350.00			- 1		
Week: 10/29/12 11/04/12 -TwTF	4	\$350.00					
N 13 WISN 10/02/12 11/02/12 News M	-F 6n	6-630pm	.20	···			
Start Date End Date Weekdays	Spots/Week	Rate	:30		NM	11	\$13,200.00
Week: 10/01/12 10/07/12 -TWTF	2	\$1,200.00					
Week: 10/08/12	3	\$1,200.00					
Spot Ch Date Range Descrip		Start/End Time	Weekdays Length	Rate	<u>Type</u>		
5 WISN 10/08/12-10/14/12 News N	<i>1-F</i> 6p	6-630pm	-TuWThF :30	\$1,200.00	NM		
See MG 11.15,11.16,11.17							
Week: 10/15/12	3	\$1,200.00					
Spot Ch Date Range Descrip		Start/End Time	Weekdays Length	<u>Rate</u>	<u>Туре</u>		
6 WISN 10/15/12-10/21/12 News N	Л-F 6р	6-630pm	-TuWThF :30	\$1,200.00	NM		
See MG 5.9,5.10,5.11 7 W/SN 10/15/13 10/31/13 Nove N	4 F 6=		1				
7 WISN 10/15/12-10/21/12 News N See MG 5.9,5.10,5.11	n-r op	6-630pm	-TuWThF :30	<del>\$1,200.00</del>	NM		
Week: 10/22/12 10/28/12 -TWTF	3	\$1.200.00					
10/20/12	J	\$1,200.00			1		

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 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/18/12 / 10/18/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week <u>Rate</u> Week: 10/29/12 11/04/12 -TWTF--\$1,200.00 14 WISN 10/02/12 11/02/12 News M-F 6a 6-7A :30 NM 15 \$15,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 \$1,000.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,000.00 WISN 10/02/12 11/02/12 Entertainment Tonight 630p-7pm :30 NM 10 \$8,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$850.00 2 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF--:30 \$850.00 NM See MG 23.6 Week: 10/08/12 10/14/12 -TWTF--2 \$850.00 Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate Type 4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF----:30 \$850.00 NM See MG 31.6 Week: 10/15/12 10/21/12 -TWTF--3 \$850.00 Week: 10/22/12 10/28/12 -TWTE--2 \$850.00 Week: 10/29/12 11/04/12 -TWTF--3 \$850.00 16 WISN 10/02/12 11/02/12 Good Morning America :30 NM 21 \$21,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$1,000.00 3 Week: 10/08/12 10/14/12 -TWTF--4 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--5 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--5 \$1,000.00 WISN 10/02/12 11/02/12 LIVE WITH KELLY! 9-10am :30 NM 14 \$6,300,00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF-2 \$450.00 Week: 10/08/12 10/14/12 -TWTF--2 \$450.00 Week: 10/15/12 10/21/12 -TWTF--3 \$450.00 Week: 10/22/12 10/28/12 -TWTF--3 \$450.00 Week: 10/29/12 11/04/12 -TWTF--4 \$450.00 WISN 10/26/12 10/26/12 2020 Fri 9-10p :30 NM 1 \$3,000.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/22/12 10/28/12 ----1--\$3,000.00 1 WISN 10/08/12 11/05/12 Dancing Prime Other .30 NM 5 \$25,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1----1 \$5,000.00 Week: 10/15/12 10/21/12 1----1 \$5,000.00 Week: 10/22/12 10/28/12 1 \$5,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 3 WISN 10/22/12-10/28/12 Dancing Prime Other :30 \$5,000.00 NM See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing Mon 7-8p M-----:30 \$5,000.00 NM MG for 19.3 10/22 Week: 10/29/12 11/04/12 1----1 \$5,000,00

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10/18/12 / 10/18/12



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

Week:         11/05/12         End Date 11/11/12         Weekdays 1         Spots/Week 1 (start Date 10/22/12)         Rate (start Date 10/22/12)         Spots/Week 10/22/12         Mon 9-10p (start Date 10/22/12)         Start Date (start Date 10/22/12)         End Date Weekdays Spots/Week 10/22/12         Rate (start/End Time Mon 9-10p)         Weekdays Length (start/End Time Mon 9-10p)         Rate (start/End Time Mon 9-10p)         Weekdays (start/End Time Mon 9	Amount 4,000.00
Start Date End Date Description   Start/End Time   Days   Length   Week   Rate   Type Spots   Neek: 11/105/12   Int/105/	4,000.00
Start Date   End Date   Weekdays   Spots/Week   Rate   S5,000.00	4,000.00
Week: 11/05/12         11/11/12         1         1 \$5,000.00           20 WISN 10/22/12         10/29/12         Castle         Mon 9-10p         :30         NM         1 \$5,000.00           Start Date Veek: 10/22/12         End Date Veekdays Veekdays Veek         Spot Sylveek Veek         Rate Start/End Time Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veekdays Veek Veekdays V	
20 WISN 10/22/12 10/29/12 Castle	
Start Date   End Date   Weekdays   Spots/Week   Rate   \$4,000.00	
Week: 10/22/12       10/28/12       1       1       \$4,000.00         Spot Ch       Date Range       Description       Start/End Time       Weekdays       Length       Rate       Type         1 WISN 10/22/12-10/28/12       Castle       Mon 9-10p       M       :30       \$4,000.00         21 WISN 10/06/12       11/04/12       1       1       \$4,000.00         21 WISN 10/06/12       11/03/12       Late News Sa 10pm       10-1035p       :30       NM         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 10/01/12       10/07/12      1-       1       \$600.00         Week: 10/15/12       10/14/12      1-       1       \$600.00         Week: 10/22/12       10/28/12      1-       1       \$600.00         Week: 10/22/12       10/28/12      1-       1       \$600.00	3,000.00
Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           1 W/SN 10/22/12-10/28/12         Castle         Mon 9-10p         M	3,000.00
1 WISN 10/22/12-10/28/12 Castle  Credited  Week: 10/29/12 11/04/12 1 1 \$4,000.00  21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM  Start Date End Date Weekdays Spots/Week Rate  Week: 10/01/12 10/07/121 1 \$600.00  Week: 10/08/12 10/14/121 1 \$600.00  Week: 10/15/12 10/22/12 10/28/121 1 \$600.00  Week: 10/22/12 10/28/121 1 \$600.00  Week: 10/22/12 10/28/121 1 \$600.00	3,000.00
Credited   Week: 10/29/12   11/04/12   1   1   \$4,000.00	3,000.00
21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$  Start Date End Date Weekdays Spots/Week Rate  Week: 10/01/12 10/07/121 1 \$600.00  Week: 10/08/12 10/14/121 1 \$600.00  Week: 10/15/12 10/22/12 10/28/121 1 \$600.00  Week: 10/22/12 10/28/121 1 \$600.00	3,000.00
21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$  Start Date	3,000.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12        1-         1         \$600.00           Week: 10/08/12         10/14/12        1-         1         \$600.00           Week: 10/15/12         10/21/12        1-         1         \$600.00           Week: 10/22/12         10/28/12        1-         1         \$600.00	3,000.00
Week: 10/01/12 10/07/121- 1 \$600.00  Week: 10/08/12 10/14/121- 1 \$600.00  Week: 10/15/12 10/21/121- 1 \$600.00  Week: 10/22/12 10/28/121- 1 \$600.00	
Week: 10/15/12 10/21/121 1 \$600.00  Week: 10/22/12 10/28/121 1 \$600.00	
Week: 10/22/12 10/28/121 1 \$600.00	
Week: 10/20/12 14/04/12	
Week: 10/20/12 11/04/10 1	
- φυσοίου	
22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1	_
Start Date End Date Weekdays Spots/Week Rate	5,500.00
vveek: 10/08/12 10/14/121- 1 \$6,500.00	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type	
WISN 10/08/12-10/14/12 College Football Game #2 230p-6p53 :30 \$6,500.00	
See MG 22.2	
2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6pSa :30 \$6,500.00 NM	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 8 \$i	250.00
Week: 10/01/13 End Date Weekdays Spots/Week Rate	3,250.00
Snot Ch Date Danie	
Statution time veekdays Length Rafe Type	
7 WISN 10/01/12-10/07/12 News Sa 6p-630p 6-630pmSa :30 \$500.00 NM	
6 WISN 10/01/12-10/07/12   late News 1030PM 1030PM	
⊕ MG for 15.1,23.1 1030PM 1030PM 1030PM 1030p-11p MTuWThF :30 \$1,350.00 NM	
Week: 10/08/12 10/14/12 1	
Spot Ch Date Range Description Stort/End Time Mealwhy	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type  2 WISN 10/08/12-10/14/12 News Sa 6p-630p 6 630pm	
Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           2 WISN 10/08/12-10/14/12 News Sa 6p-630p         6-630pm        Sa         :30         \$500.00         NM	
Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           2 WISN 10/08/12-10/14/12 News Sa 6p-630p         6-630pm        Sa         :30 \$500.00         NM           5 See MG 23.7,23.8,23.9,23.10         7 WISN 10/10/12-10/12/12 Late News 1030PM         1030p-11p        The Time         100 04 500 00         100 04 500 00	
Spot Ch         Date Range         Description         Start/End Time         Weekdays         Length         Rate         Type           2 W/SN 10/08/12-10/14/12 News Sa 6p-630p         6-630pm        Sa         :30         \$500.00         NM           3 WISN 10/10/12-10/12/12 Late News 1030PM         1030p-11p        wThF         :30         \$1,500.00         NM	
Spot Ch	·900.00
Spot Ch	800.00

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

www.wish.com		Democratic Senatorial Ca		18/12 / 10/18/12		
	_				· <del>-</del>	
*Line Ch Start Date End Date Description	Start/End Tim	Spots/ ne Days Length Week Rate	Type 9	Spots	Amount	
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121- 1	Rate					
10/2-la 40/20/40	\$200.00		]			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$200.00 \$200.00					
25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM	4	\$2,800.00	
Week: 10/01/12 10/07/121- 1	\$700,00					
Week: 10/08/12 10/14/121- 1	\$700.00					
Spot Ch Date Range Description	Start/End Time	<u>e Weekdays Length</u> Rate	Type			
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	NM			
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1	_					
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$700.00					
Week: 10/29/12 11/04/121- 1	\$700.00					
26 WISN 10/06/12 11/03/12 Sat GMA	\$700.00					
Start Date End Date Weekdays Spots/Week	6-7a	:30	NM	5	\$3,000.00	
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00					
Week: 10/08/12 10/14/121- 1	\$600.00					
Week: 10/15/12 10/21/121- 1	\$600.00					
Week: 10/22/12 10/28/121- 1	\$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM	^	***	
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	IAIA	0	\$0.00	
Week: 10/15/12 10/21/121- 1  Spot Ch Date Range Description	\$500.00					
<u>Spot Ch                                   </u>	Start/End Time		<u>Type</u>			
See MG 23.7,23.8,23.9,23.10	630p-7p	Sa :30 \$500.00	NM			
Week: 10/22/12 10/28/12 0	\$0.00					
Week: 10/29/12 11/04/121- 1	\$500.00					
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> Length Rate	Tuna			
2 WISN 10/29/12-11/04/12 SA 630-7p	630p-7p	<u> </u>	<u>Type</u> NM			
See MG 23.7,23.8,23.9,23.10		• .00 <del>0000.00</del>	14141			
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM	2	#D 000 00	
Start Date End Date Weekdays Spots/Week	Rate		IAM	3	\$2,000.00	
Week: 10/08/12 10/14/121- 1  Spot Ch Date Range Description	\$1,000.00					
	Start/End Time		<u>Туре</u>			
1 WISN 10/08/12-10/14/12 Sat 630-7p See MG 28.3,28.4	630-7p	<b>-</b> Sa <b>-</b> - :30 <del>\$1,000.00</del>	NM			
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00	,			
MG for 28.1 10/13	7100-1200a	-TuwThF :30 \$500.00	NM			
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuwThF :30 \$500.00	NM			
⊕ MG for 28.1 10/13			TAINI			
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/121- 1	\$1,000.00					
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal	7-1030p	:30	NM	3	\$3,000.00	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1	Rate		7	•	ψυ <sub>1</sub> υυυ.υυ	
Week: 10/08/12 10/14/12 0	\$1,000.00		1			
Week: 10/15/12 10/21/122- 2	\$0.00 \$1,000.00					
30 WISN 10/13/12 11/03/12 News Sat 7-9a						
	7-9am	:30	NM	4	\$1,800,00	

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Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE

10/02/12 11/00/12 DOCC-12	1533
Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/18/12 / 10/18/12
<u> </u>	

*Line Ch Start	Date End [	Date Description	on	Start/End Time	Spo Days Length Wee		Type C		^
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	- a congui vve	I Nate	Type S	pois	Amount
Week: 10/08/12	10/14/12	1-	1	\$450.00					
Week: 10/15/12	10/21/12	1-	1	\$450.00					
Week: 10/22/12 Week: 10/29/12	10/28/12	<del></del> 1-	1	\$450.00					
	11/04/12		1	\$450.00					
31 WISN 10/07			·	10p-1030p	:30		NM	5	\$8,850.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate				ŭ	ΨΟ,ΟΟΟ.ΟΟ
Week: 10/08/12	10/07/12	1	1	\$1,600.00					
	ate Range	Description	1	\$1,600.00	101 1 1				
2 WISN 10		V12 Late News		Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
See MG 3		, 12 Zato News	Topin	10p-1030p	St :30	<del>\$1,600.00</del>	NM		
6 WISN 10 MG for 31.	/15/12-10/15	/12 World Nev	vs Tonight	M-Su 530-6p	M :30	\$2,450.00	NM		
Week: 10/15/12	10/21/12	1	1	\$1.600.00					
Week: 10/22/12	10/28/12	1	1	\$1,600.00 \$1,600.00					
Week: 10/29/12	11/04/12	1	1	\$1,600.00					
32 WISN 10/14/	/12 11/04/	12 Late Neure	SU 1030PM	<u> </u>					
Start Date	End Date	Weekdays	Spots/Week	1030p-11p Rate	:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00					
Week: 10/15/12	10/21/12	1	1	\$950.00					
Week: 10/22/12	10/28/12	1	1	\$950.00					
Week: 10/29/12	11/04/12	1	1	\$950.00					
33 WISN 10/14/	'12 11/04/	12 Su 458-6a		458-6AM	:30		NIM		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	.00		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00					
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$200.00					
Week: 10/29/12	10/28/12 11/04/12	1	1	\$200.00					
		1	1	\$200.00					
34 WISN 10/07/				530-6p	:30		NM	5	\$2,500.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	Rate				•	42,000.00
Week: 10/08/12	10/14/12	1	1	\$500.00					
Week: 10/15/12	10/21/12	1	1	\$500.00 \$500.00					
Week: 10/22/12	10/28/12	1	1	\$500.00					
Week: 10/29/12	11/04/12	<b></b> 1	1	\$500.00					
35 WISN 10/07/	12 11/04/1	2 Sun GMA	•	6-7a					
Start Date	End Date	Weekdays	Spots/Week	6-7a Rate	:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00					
Week: 10/08/12	10/14/12	1	1	\$400.00					
Week: 10/15/12	10/21/12	1	1	\$400.00					
Week: 10/22/12	10/28/12	1	1	\$400.00					
Week: 10/29/12	11/04/12	1	1	\$400.00					
36 WISN 10/21/				Sun 7-8p	:30		NM	1	\$2 E00 00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	.~~		1.4141	1	\$2,500.00
	10/21/12	1	1	\$2,500.00					
37 WISN 10/07/	12 11/04/1			7-9am	:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate				3	ΨΔ,000.00
	. 5/5///2	<b></b>	1	\$400.00			I		

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 9 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length We		Type Sp	o to	A
Start Date End Date Weekdays Spots/Wee		Dayo Longin We	CK Nate	rype op	ois	Amount
Week: 10/08/12 10/14/121 1	\$400.00					
Week: 10/15/12 10/21/121 1	\$400.00			l		
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$400.00					
	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George S Start Date End Date Weekdays Spots/Weel		:30		NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Weel</u> Week: 10/08/12 10/14/121 1	<del></del>				_	42,000.00
Week: 10/15/12 10/21/12 0	\$1,000.00					
Week: 10/22/12 10/28/12 0	\$0.00 \$0.00					
Week: 10/29/12 11/04/121 1	\$0.00 \$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p					
Start Date End Date Weekdays Snots/Week		:30		NM	3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu: :30	\$5,000.00	NM		
See MG 39.3,39.4			,			
3 WISN 10/08/12-10/14/12 DWTS Results  ⊕ MG for 40.2,39.1	Tue 8-9p	-Tu :30	\$5,000.00	NM		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7.0	_				
(b) MG for 40.2,39.1	Tue 7-8p	-Tu: :30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 -1 1	\$5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p					
Start Date End Date Weekdays Spots Meek		:30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu:30	\$2,500.00	NM		
See MG 40.3		,	42,000.00	14.77		
3 WISN 10/01/12-10/07/12 DWTS Results → See MG 40.4	Tue 8-9p	-Tu: :30	\$ <del>2,500.00</del>	NM		
4 WISN 10/01/12-10/07/12 DWTS	·					
(b) MG for 40.3 10/02	Tue 7-8p	-Tu: :30	\$2,500.00	NM		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00			j		
Spot Ch Date Range Description	ֆՀ,500.00 Start/End Time	Maskdaya				
2 WISN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	Weekdays Length	Rate	Type		
See MG 39.3,39.4	100 υ-σμ	-Tu :30	\$ <del>2,500.00</del>	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	•20	***			
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u> Type</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30	\$ <del>2,200.00</del>	NM		
See MG 41.4 4 WISN 10/01/12 10/07/12 Secondary			. ,			
4 WISN 10/01/12-10/07/12 Scandal → MG for 41.1 10/02	Thu 9-10p	Th :30	\$2,200.00	NM		
Week: 10/08/12 10/14/12 0	60.00					
Week: 10/15/12 10/21/12 -1 1	\$0.00			1		
Spot Ch Date Range Description	\$2,200.00 <u>Start/End Time</u>	Mookdoup		_		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	Weekdays Length	Rate	<u>Type</u>		
Credited	100 0-10p	-Tu:30	<del>\$2,200.00</del>	NM		
				I		

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Contract / Revision Alt Order# 939457 / 9 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spot	S	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12          0           Week: 10/29/12         11/04/12         -1         1	<u>Rate</u> \$0.00 \$2,200.00				
42 WISN 10/16/12 10/30/12 HappyEnd <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1	Tue 8-9p <u>Rate</u> \$3,000.00	:30		2	\$6,000.00
<u>Spot Ch Date Range Description</u> 1 WISN 10/15/12-10/21/12 HappyEnd  Credited  Week: 10/22/12 10/28/12 -1 1	Start/End Time Tue 8-9p	Weekdays         Length         Rate           -Tu         :30         \$3,000.00	<u>Type</u> NM		
Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121- 1	230p-6p <u>Rate</u> \$7,000.00	:30	NM	1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footba  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/122- 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM	2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM	2	\$450.00
46 WISN 10/22/12       10/22/12       General Hospital         Start Date       End Date       Weekdays       Spots/Week         Week: 10/22/12       10/28/12       1       1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00
47 WISN 11/06/12       11/06/12       General Hospital         Start Date       End Date       Weekdays       Spots/Week         Week: 11/05/12       11/11/12       -1       1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	1	\$350.00
48 WISN 10/15/12       11/05/12       Late News 10PM         Start Date       End Date       Weekdays       Spots/Week         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00	:30	NM	4	\$6,400.00
49 WISN 10/15/12 11/05/12 The View         Start Date       End Date       Weekdays       Spots/Week         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00	:30	NM	4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 -1 1	10-11am <u>Rate</u> \$500.00	:30	NM	1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERSON COOPER         Start Date       End Date       Weekdays       Spots/Week         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM	4	\$900.00
52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p <u>Rate</u>	:30	NM	2	\$1,000.00

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	Contract / Revision	Alt Order #	
	939457 / 9	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCCJE	1533	

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					***************************************	
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$500.00						
	11/11/12	1	1	\$500.00						
53 WISN 11/06 Start Date			Constantin	3-4p		:30		NM	1	\$500.00
Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date	Weekdays	Spots/Week	Rate				1		·
Week: 11/05/12	11/04/12 11/11/12	1	1	\$600.00 \$600.00						
55 WISN 10/15	***************************************									
Start Date	/12 11/05/ End Date	12 News M-F <u>We</u> ekdays	Spots/Week	5-530pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u>5550374466K</u> 1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				, , , ,	-	Ψ1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00				1		
Week: 11/05/12	11/11/12	1	1	\$350.00	···					
57 WISN 10/08			•	6-630pm		:30		NM	5	\$6,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	1	1	\$1,200.00				1		
Week: 10/22/12	10/21/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00 \$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00				ŀ		
58 WISN 10/15		12 News M-F	6a	6-7A		:30				<b>*</b> * * * * * * * * * * * * * * * * * *
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				i		
59 WISN 11/06	/12 11/06/	12 News M-F	6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						**,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22			nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Week	Rate						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00 \$850.00						
61 WISN 10/08			•			.00			_	
Start Date	End Date	Weekdavs	ning America Spots/Week	7-9a <u>Rate</u>		:30		NM	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						

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Contract / Revision Alt Order # 939457 / 9 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

Totals

351

\$321,300.00

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	A
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         1         1	Rate \$1,000.00	Days Length Week Nate	Type Spots	Amount
62 WISN 11/06/12 11/06/12 Good Morning America  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	7-9a Rate \$1,000.00	:30	NM 1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00	:30	NM 4	\$1,800.00
64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u>	PostBadger <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost  Start Date	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort  Start Date	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a  Start Date	5-6A <u>Rate</u> \$350.00	:30	NM 1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM 1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM 1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC  Start Date	M-F 2-3P <u>Rate</u> \$400.00	:30	NM 2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline  Start Date	11p-1130p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12S- 1	INSIDE HUD 1035 <sub>I</sub> <u>Rate</u> \$250.00	:30	NM 1	\$250.00
Committee Commit				

Time Period # of Spots Net Amount Gross Amount 10/01/12 -10/28/12 251 \$232,100.00 \$197,285.00 10/29/12 -11/06/12 100 \$89,200.00 \$75,820.00 Totals 351 \$321,300.00 \$273,105.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Rev	/isi	<u>on</u>	Alt Order #
939457	1	9	06262067
Product			Estimate #
DSCC-IE			1533
		Orig	ginal Date / Revision
Democratic Senatorial Ca		- 1	0/18/12 / 10/18/12
	939457 Product DSCC-IE	939457 / Product DSCC-IE	Product DSCC-IE

Signature:	Date	
signature:	Date	

## CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 / 10 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 10/24/12 / 10/24/12 Billing Calendar Billing Cycle Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

#1 to Ot _ Ot _ I D _ I _ D		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type Spots	Amount
1 WISN 10/02/12 11/02/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM 10	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	<u>Rate</u> \$350.00			·
Week: 10/08/12 10/14/12 -TWTF 2	\$350.00 \$350.00			
Week: 10/15/12 10/21/12 -TWTF 2	\$350.00 \$350.00			
Week: 10/22/12 10/28/12 -TwTF 2	\$350.00 \$350.00			
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00 \$350.00			
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	-20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 12	\$19,200.00
Week: 10/01/12	\$1,600.00			
Week: 10/08/12	\$1,600.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type	
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1.60		
See MG 23.7,23.8,23.9,23.10		. ,		
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,60	<del>0.00</del> NM	
See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TwTF 4	*4 ***			
Week: 10/15/12	\$1,600.00			
	\$1,600.00			
Spot Ch Date Range Description 10 WISN 10/22/12-10/28/12 Late News 10PM	Start/End Time		Rate Type	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	10-1030p	-TuWThF :30 \$ <del>1,6</del> 0	0 <del>.00</del> NM	
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00			
N 3 WISN 10/02/12 11/02/12 The View				
Start Date End Date Weekdays Spots/Week	10-11am Rate	:30	NM 10	\$5,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$500.00			
Week: 10/08/12	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate Type	
3 WISN 10/08/12-10/14/12 The View	10-11am		0.00 NM	
See MG 11.15,11.16,11.17			, laint	
4 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$50	0.00 NM	
See MG 11.15,11.16,11.17				
Week: 10/15/12 10/21/12 -TwTF 3	\$500.00			

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1533



Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12

Original Date / Revision

DSCC-IE

<u>Advertiser</u> 10/24/12 / 10/24/12 **Democratic Senatorial Ca** 

*Line Ch Start Date End Date Description	Start/End Time	Spots Days Length Weel		Type Sړ	oots	Amount
Start Date End Date Weekdays Spots/Week	Rate					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
5 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30	\$500.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3						
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30	\$500.00	NM		
See MG 5.9,5.10,5.11 Week: 10/22/12 10/28/12 -TwTF 3	0500.00					
Week: 10/22/12 10/28/12 -TwTF 3 Week: 10/29/12 11/04/12 -TwTF 4	\$500.00					
	\$500.00					
4 WISN 10/02/12 11/02/12 Late News 1030PM Start Date End Date Weekdays Spots/Week	1030p-11p	:30		NM	5	\$4,750.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 1	<u>Rate</u> \$950.00					
Week: 10/08/12 10/14/12 -TWTF 1	\$950.00					
Week: 10/15/12 10/21/12 -TWTF 1	\$950.00					
Week: 10/22/12 10/28/12 -TWTF 1	\$950.00					
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00					
N 5 WISN 10/02/12 11/02/12 Nightline						
Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30		NM	9	\$8,150.00
Week: 10/01/12 10/07/12 -TWTF 1	\$750.00					
Week: 10/08/12	\$750.00					
Week: 10/15/12	\$750.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30	\$750.00	NM		
See MG 5.9,5.10,5.11			4.40.00			
4 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30	\$750.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3						
9 WISN 10/21/12-10/21/12 World News Tonight	*Sun 5-530p	St :30	\$1,500.00	NM		
MG for 3.7,13.6,13.7,5.3     10 WISN 10/28/12-10/28/12 World News Tonight	*C 5 520					
⊕ MG for 3.7,13.6,13.7,5.3	*Sun 5-530p	St :30	\$1,500.00	NM		
11 WISN 10/21/12-10/21/12 News Sun 7-9a	7-9am		<b>#050.00</b>			
⊕ MG for 3.7,13.6,13.7,5.3	7-Jaili	St :30	\$650.00	NM		
Week: 10/22/12 10/28/12 -TWTF 2	\$750.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$750.00					
6 WISN 10/02/12 11/02/12 ANDERSON COOPER	M-F 11A-12P	:30				
Start Date End Date Weekdays Spots/Week	Rate	.30		NM	14	\$3,150.00
Week: 10/01/12	\$225.00					
Week: 10/08/12	\$225.00					
Week: 10/15/12	\$225.00					
Week: 10/22/12 10/28/12 -TWTF 3	\$225.00			1		
Week: 10/29/12 11/04/12 -TWTF 4	\$225.00					
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	:30		MM	8	\$2,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			11171	U	\$2,400.00
Week: 10/08/12 10/14/12 -TwTF 2	\$300.00					
Week: 10/15/12 10/21/12 -TWTF 2	\$300.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$300.00					
Week: 10/29/12 11/04/12 -TwTF 2	\$300.00					
8 WISN 10/02/12 11/02/12 KATIE COURIC	M-F 2-3P	:30		NM	10	\$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TWTF 2	Rate			1	-	1.,150.00
151 1 4 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	\$400.00					
Week: 10/08/12 10/14/12 -TWTF 2	\$400.00			l		

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Week: 10/08/12

10/14/12

-TWTF--

Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

*1 01 0/ 15						Spo				
*Line Ch Start D		ate Description	on	Start/End Time	Days Leng	gth Wee	ek Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/13/12	10/21/12 10/28/12	-TWTF -TWTF	2 2	\$400.00				i		
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00 \$400.00						
9 WISN 10/02/										
Start Date	End Date	I2 3-4p Weekdays	Spots/Week	3-4p		:30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/2	12 11/02/1	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				''''	10	\$0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$600.00				İ		
		-TWTF	2	\$600.00		4				
N 11 WISN 10/02/1			· · ·	5-530pm		:30		NM	14	\$15,200.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
	e Range	Description	-	Start/End Time	Weekdays	Length	Poto	T		
3 WISN 10/0				5-530pm	-TuWThF	:30	<u>Rate</u> \$1,000.00	<u>Type</u> NM		
	.15,11.16,11	1.17		- <b> </b>		.50	<del>Ψ1,000.00</del>	IVIVI		
4 WISN 10/0	08/12-10/14/	'12 News M-F	5p	5-530pm	-TuWThF	:30	\$1,000.00	NM		
	.15,11.16,11									
		12 World Nev	vs Tonight	M-Su 530-6p	Th	:30	\$3,000.00	NM		
⊕ MG for 13.5										
(f) MG for 13.5			otball Game #1	11a-230	sa	:30	\$700.00	NM		
17 WISN 10/	12/12-10/12/	.4,3.3 /12	nmal	1130-1230a	F	-20	0500.00			
⊕ MG for 13.5			milei	1130-1230a		:30	\$500.00	NM		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
	e Range	<u>Description</u>		Start/End Time	<u>Weekdays</u>	Length	Rate	<u>Type</u>		
		'12 News M-F		5-530pm	-TuWThF	:30	\$1,000.00	NM		
			1,34.12,34.13,34					I		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/1				5-6A	1111111	:30		NM	15	\$5,250.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						70,200.00
Week: 10/08/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/05/12	10/14/12 10/21/12	-TWTF -TWTF	3 3	\$350.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	3 4	\$350.00 \$350.00						
N 13 WISN 10/02/1										
Start Date	End Date	2 News M-F Weekdays	op <u>Spots/W</u> eek	6-630pm <u>Rate</u>		:30		NM	10	\$12,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				•		
144 1 40400440										

\$1,200.00

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Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	Start/End Time	Spot Days Length Wee		Type Spo	ts	Amount
Start Date End Date Weekdays Spots/Week	Rate			71 7		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
5 WISN 10/08/12-10/14/12 News M-F 6p See MG 11.15.11.16.11.17	6-630pm	-TuWThF :30	<del>\$1,200.00</del>	NM		
Week: 10/15/12 10/21/12 -TwTF 3	\$1 200 00					
Spot Ch Date Range Description	\$1,200.00 Start/End Time	Managadaa Laurett	<b>.</b>	_ !		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	Weekdays Length -TuwThF :30	Rate	<u>Type</u>		
See MG 5.9,5.10,5.11	0-050pm	- Tunilimui	\$ <del>1,200.00</del>	NM		
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30	\$ <del>1,200.00</del>	NM		
See MG 5.9,5.10,5.11	•		01,200.00	···"		
8 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30	\$1,200.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.						
Week: 10/22/12	\$1,200.00					
	\$1,200.00					
01-15-1	6-7A	:30		NM	15	\$15,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u>			ı		
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00 \$1,000.00					
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00					
Week: 10/22/12	\$1,000.00					
Week: 10/29/12 11/04/12 -TWTF 4	\$1,000.00			·		
N 15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30		NIN C	_	
Start Date End Date Weekdays Spots/Week	Rate	.50		NM	8	\$6,800.00
Week: 10/01/12	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Type		
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuWThF :30	\$850.00	NM		
See MG 23.6 Week: 10/08/12 10/14/12 -TWTF 2	#0F0 00					
week: 10/08/12 10/14/12 -TwTF 2 Spot Ch Date Range Description	\$850.00	AA7I.d. I II		_		
4 WISN 10/08/12-10/14/12 Entertainment Tonight	Start/End Time 630p-7pm	Weekdays Length -TuWThF :30	Rate	<u>Type</u>		
See MG 31.6	030p-7pm	-TuWThF :30	\$850.00	NM		
Week: 10/15/12	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре		
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuwThF :30	\$850.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.1	14		***************************************			
Week: 10/22/12	\$850.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
8 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	-TuWThF :30	<del>\$850.00</del>	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.1 Week: 10/29/12 11/04/12 -TwTF 3	\$850.00					
40 111011 40/00/40						
Start Date End Date Weekdays Spots/Week	7-9a Pata	:30		NM :	21	\$21,000.00
Week: 10/01/12 10/07/12 -TWTF 3	<u>Rate</u> \$1,000.00					
Week: 10/08/12	\$1,000.00					
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00					
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00					
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00			İ		
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	3-10am	:30		NM ·	14	\$6,300.00
Start Date End Date Weekdays Spots/Week	Rate			'''''	. 7	Ψ <b>υ,</b> 300.00
Week: 10/01/12	\$450.00					

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Descrip	otion	Start/End Time	Days	Sport Length Wee		TypeS	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/08/12 10/14/12 -TwTF	Spots/Week	Rate						
Week: 10/08/12 10/14/12 -TwTF Week: 10/15/12 10/21/12 -TwTF	2 3	\$450.00				1		
Week: 10/22/12 10/28/12 -TWTF	3	\$450.00 \$450.00						
Week: 10/29/12 11/04/12 -TWTF	4	\$450.00 \$450.00						
18 WISN 10/26/12 10/26/12 2020	-	Fri 9-10p	·····	:30		NB4		
Start Date End Date Weekdays	Spots/Week	Rate		.30		MM	1	\$3,000.00
Week: 10/22/12 10/28/121	1	\$3,000.00						
N 19 WISN 10/08/12 11/05/12 Dancing		Prime Other		:30		NM	4	\$20,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/08/12 10/14/12 1	Spots/Week	Rate					·	420,000.00
Week: 10/08/12 10/14/12 1 Week: 10/15/12 10/21/12 1	1	\$5,000.00						
Week: 10/12/12 10/21/12 1	1	\$5,000.00				ŀ		
Spot Ch Date Range Descrip	tion	\$5,000.00 Start/End Time	Mookdow	l anath	Data			
3 WISN 10/22/12-10/28/12 Dancing		Prime Other	Weekdays M	<u>Length</u> :30	<u>Rate</u> \$5,000.00	Type NM		
See MG 19.6	,		.,	.50	<del>\$0;000.00</del>	10101		
6 WISN 10/22/12-10/28/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
® See MG 34.6,34.7,34.8,34.9,34.10,3						1		
Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	1	\$5,000.00				1		
	1	\$5,000.00						
N 20 WISN 10/22/12 10/29/12 Castle Start Date End Date Weekdays	0-4-644-4	Mon 9-10p		:30		NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 1	Spots/Week 1	<u>Rate</u> \$4,000.00						
Spot Ch Date Range Descrip	· · · · · · · · · · · · · · · · · · ·	Start/End Time	Weekdays	Length	Rate	<u>Type</u>		
1 WISN 10/22/12-10/28/12 Castle		Mon 9-10p	M		\$4.000.00	NM NM		
Credited		·			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
Week: 10/29/12 11/04/12 1	. 1	\$4,000.00						
Spot Ch Date Range Descrip 2 WISN 10/29/12-11/04/12 Castle	<u>tion</u>	Start/End Time	Weekdays		<u>Rate</u>	<u>Type</u>		
See MG 34.6,34.7,34.8,34.9,34.10,3	4 11 24 12 24 12 2	Mon 9-10p	M	:30	\$4,000.00	NM		
	vs Sa 10pm	10-1035p						
Start Date End Date Weekdays	Spots/Week	Rate		:30		NM	5	\$3,000.00
Week: 10/01/12 10/07/121-	1	\$600.00				i		
Week: 10/08/12 10/14/121-	1	\$600.00						
Week: 10/15/12 10/21/121-	1	\$600.00						
Week: 10/22/12 10/28/121-	1	\$600.00						
Week: 10/29/12 11/04/121-	1	\$600.00						
22 WISN 10/13/12 10/13/12 College Start Date End Date Weekdays		230p-6p		:30		NM	1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/08/12 10/14/121-	<u>Spots/Week</u> 1	<u>Rate</u> \$6,500.00						
Spot Ch Date Range Descrip		Start/End Time	Weekdays	<u>Length</u>	Poto	Turna		
	Football Game #2	230p-6p	S	<u> </u>	<u>Rate</u> \$6,500.00	<u>Type</u> <i>NM</i>		
See MG 22.2		I Im	_		\$0,00 <del>0.00</del>	1 4141		
2 WISN 10/06/12-10/06/12 College	Football BADGER	230p-6p	<u>-</u> 5	Sa :30	\$6,500.00	NM		
MG for 22.1 10/13								
	6p-630p	6-630pm		:30		NM	8	\$8,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/121-	Spots/Week 1	Rate						
1001112	ı	\$500.00				l		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	0/ //5 /	Spots/	···	
	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u>	<u>Rate</u> Start/End Time	10to oledono 1	_	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Weekdays Length Rate	<u>Type</u>	
See MG 23.6	0-050рт	Sa :30 \$500.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
⊕ MG for 15.1,23.1	. ,	41,000.00	14141	
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	<b>-</b> Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10 7 WISN 10/10/12-10/12/12 Late News 1030PM	1000 44 -	, must		
(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	WThF :30 \$1,500.00	NM	
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1.500.00	,,,,	
® MG for 25.2,2.4,27.1,27.2,2.3,23.2	1000p 11p	wThF :30 \$1,500.00	NM	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	. ,	1,000.00	14101	
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	\$500.00			
Start Date End Date Weekdays Spots/Week	456-6AM	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00		l	
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 3	F2 400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.00	14101	\$2,100.00
Week: 10/01/12 10/07/121 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	6-630pm	Sa :30 \$700.00	NM	
Week: 10/15/12 10/21/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	T	
3 WISN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	<u>Weekdays Length Rate</u> Sa :30 \$700.00	<u>Type</u> NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	.14	54 .00 <del>\$700.00</del>	INIVI	
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	124		Ψ3,000.00
Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1	\$600.00			
144	\$600.00			
Week: 10/15/12	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00 \$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p				
Start Date End Date Weekdays Spots/Week	630p-7p	:30	NM 0	\$0.00
Week: 10/15/12 10/21/121- 1	<u>Rate</u> \$500.00			
			1	

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Stort Data End Data December 1	a	Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate Start/End Time	Manufacture Land	_	
1 WISN 10/15/12-10/21/12 SA 630-7p	Start/End Time 630p-7p	Weekdays Length Rate	<u>Type</u>	
See MG 23.7,23.8,23.9,23.10	030p-7p	Sa :30 \$500.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/29/12-11/04/12 SA 630-7p	630p-7p	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10				
28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 3	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1	<u>Rate</u>			<b>42,000.00</b>
	\$1,000.00	THE STATE OF THE S		
Spot Ch Date Range Description  1 WISN 10/08/12-10/14/12 Sat 630-7p	Start/End Time	Weekdays Length Rate	<u>Type</u>	
See MG 28.3,28.4	630-7p	<b></b> -Sa :30 <del>\$1,000.00</del>	NM	
3 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00	NIN A	
MG for 28.1 10/13	1100 12000	-TuWThF :30 \$500.00	NM	
4 WISN 10/16/12-10/19/12 Jimmy Kimmel	1130-1230a	-TuWThF :30 \$500.00	NM	
⊕ MG for 28.1 10/13		****		
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/121- 1	\$1,000.00			
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal	7-1030p	:30	NM 3	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			44,000.00
Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/12 0	\$1,000.00			
Week: 10/15/12 10/21/122- 2	\$0.00 \$1,000.00			
30 WISN 10/13/12 11/03/12 News Sat 7-9a				
Start Date End Date Weekdays Spots/Week	7-9am Rate	:30	NM 4	\$1,800.00
Week: 10/08/12 10/14/121- 1	\$450.00			
Week: 10/15/12 10/21/121- 1	\$450.00			
Week: 10/22/12 10/28/121- 1	\$450.00			
Week: 10/29/12 11/04/121- 1	\$450.00			
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p	:30	NM 5	\$8,850.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			\$0,050.00
Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/121 1	\$1,600.00			
vveek: 10/08/12	\$1,600.00	•••		
2 WISN 10/08/12-10/14/12 Late News 10pm	Start/End Time	Weekdays Length Rate	<u>Түре</u>	
See MG 31.6	10p-1030p	St :30 \$1,600.00	NM	
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M: :30 \$2,450.00	NM	
→ MG for 31.2,15.4			14141	
Week: 10/15/12 10/21/121 1	\$1,600.00			
Week: 10/22/12 10/28/121 1	\$1,600.00			
Week: 10/29/12 11/04/121 1	\$1,600.00			
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:30	NM 4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	Rate			ΨΟ,ΟΟΟ.ΟΟ
101 1 404949	\$950.00			
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$950.00			
Week: 10/29/12 11/04/121 1	\$950.00 \$950.00			
· · · · · — •••	Ψ300.00		I	

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	Start/End Time	Days Ler	Spo gth We		Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		7				
33 WISN 10/14/12 11/04/12 Su 458-6a	458-6AM		:30		NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					·	Ψοσο.σο
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$200.00						
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$200.00						
Week: 10/29/12 11/04/121 1	\$200.00						
	\$200.00						
N 34 WISN 10/07/12 11/04/12 News Sun 530pm Start Date End Date Weekdays Spots/Week	530-6p		:30		NM	13	\$23,650.00
Week: 10/01/12 End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1	<u>Rate</u> \$500.00						
Week: 10/08/12 10/14/121 1	\$500.00						
Week: 10/15/12 10/21/121 1	\$500.00						
Spot Ch Date Range Description	Start/End Time	Weekdays	Length	Rate	<u>Туре</u>		
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p	SL	:30	\$500.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	1.14			<b>V</b> 300.00	'''''		
6 WISN 10/29/12-11/02/12 3-4p	3-4p	MTuWThF	:30	\$1,350.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.		34.3					
7 WISN 10/25/12-10/25/12 LastResort	Thu 7-8p	Th <b></b>	:30	\$3,400.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15. 8 WISN 10/29/12-11/02/12 DR. OZ							
⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.	4P-5P	MTuWThF	:30	\$1,275.00	NM		
9 WISN 10/29/12-11/02/12 DR. OZ	0,46.1,3.5,5.4,20.2,3 4P-5P	94.3 MTuWThF	.20	P4 07E 00			
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.		เมากพ.เมษ เพเกทพ.เมษ	:30	\$1,275.00	NM		
10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWAI	RE7-10PM	Th	:30	\$12,000.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.	6,46.1,3.5,5.4,20.2,3	34.3	.00	Ψ12,000.00	IVIVI		
11 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11P	-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.							
12 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11P	-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.							
13 WISN 10/29/12-11/02/12 Jimmy Kimmel	1130-1230a / 11P	-MTuWThF	:30	\$250.00	NM		
<ul> <li>MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.0</li> <li>WISN 10/28/12-10/28/12 Late News Rotation</li> </ul>							
(f) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6	M-F/Su 10p-11p/5	5i5t	:30	\$1,600.00	NM		
Week: 10/22/12 10/28/121 1	\$500.00	14.3					
Week: 10/29/12 11/04/121 1	\$500.00						
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a		-20			_	
Start Date End Date Weekdays Spots/Week	Rate		:30		NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00						
Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/21/121 1	\$400.00						
Week: 10/22/12 10/28/121 1	\$400.00						
Week: 10/29/12 11/04/121 1	\$400.00						
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				,		<b>\$2,000.00</b>
Week: 10/15/12 10/21/121 1	\$2,500.00						
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate					-	,
Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/121 1	\$400.00						
Week: 10/15/12 10/14/121 1	\$400.00						
	\$400.00				1		

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10/24/12 / 10/24/12



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 10	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length We		Type Spo	·to	A
Start Date End Date Weekdays Spots/Week	Rate	zajo zongai vvo	CK RAC	1 ype Spc	ilS	Amount
Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	\$400.00					
	\$400.00					
38 WISN 10/14/12 11/04/12 This Week With George St Start Date End Date Weekdays Spots/Week		:30		NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	<u>Rate</u> \$1,000.00					·
Week: 10/15/12 10/21/12 0	\$0.00					
Week: 10/22/12 10/28/12 0	\$0.00			ĺ		
Week: 10/29/12 11/04/121 1	\$1,000.00					
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	·····	NM	3	\$12,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1	Rate				Ü	Ψ12,300.00
Spot Ch Date Range Description	\$5,000.00	1071 1	_			
1 WISN 10/08/12-10/14/12 DanceResults	Start/End Time Tue 7-8p	Weekdays Length	Rate	<u>Type</u>		
See MG 39.3,39.4	rue r-op	-Tu: :30	\$ <del>5,000.00</del>	NM		
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 8-9p	-Tu :30	\$5,000.00	NM		
MG for 40.2,39.1			11,000.00	'''''		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis ⊕ MG for 40.2,39.1	Tue 7-8p	-Tu :30	\$2,500.00	NM		
Week: 10/15/12 10/21/12 0	<b>20.00</b>					
Week: 10/22/12 10/28/12 -1 1	\$0.00 \$5,000.00					
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p					
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
1 WISN 10/01/12-10/07/12 HappyEnd See MG 40.3	Tue 8-9p	-Tu:30	<del>\$2,500.00</del>	NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tuo 9 On	Tu		ŀ		
⊕ See MG 40.4	Tue 8-9p	-Tu :30	\$ <del>2,500.00</del>	NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30	\$2,500.00	NM		
(b) MG for 40.3 10/02	·		42,000.00	14141		
Week: 10/08/12 10/14/12 -1 1 <u>Spot Ch</u> <u>Date Range</u> Description	\$2,500.00			i i		
Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd	Start/End Time	Weekdays Length	Rate	<u>Type</u>		
See MG 39.3,39.4	Tue 8-9p	-Tu: :30	<del>\$2,500.00</del>	NM		
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p					
Start Date End Date Weekdays Spots/Week	Rate	:30		NM	2	\$4,400.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>		
1 WISN 10/01/12-10/07/12 PrivatePractice See MG 41.4	Tue 9-10p	-Tu: :30	\$2,200.00	NM		
4 WISN 10/01/12-10/07/12 Scandal	Thu 0 40-	_1				
⊕ MG for 41.1 10/02	Thu 9-10p	Th <b>-</b> :30	\$2,200.00	NM		
Week: 10/08/12 10/14/12 0	\$0.00					
Week: 10/15/12 10/21/12 -1 1	\$2,200.00					
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	Туре		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30	\$2,200.00	NM NM		
Credited Week: 10/22/12 10/28/12 0	00.77		•			
Week: 10/29/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1	\$0.00					
110417 -7	\$2,200.00					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc. does not discriminate in the sale of advertising time and will not be sale of advertising time.



Contract / Revision Alt Order # 939457 06262067 / 10 Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Rate		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, arrount
N 42 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p	:30	NM 1	\$3,000.00
Start Date End Date Weekdays Spots/Week Rate	100	,,,,,	Ψ5,000.00
Week: 10/15/12 10/21/12 -1 1 \$3,000.00			
4 44 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Weekdays Length Rate	<u>Туре</u>	
1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p Credited	-Tu :30 \$ <del>3,000.00</del>	NM	
Week: 10/22/12 10/28/12 -1 1 \$3,000.00			
Spot Ch Data Daniel	Weekdays Length Rate	T	
0 14/1041 40/00/40 40/00/40	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000.00	Type NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14	.50 \$0,000.54	14141	
Week: 10/29/12 11/04/12 -1 1 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p	:30	NM 1	\$7,000.00
Start Date End Date Weekdays Spots/Week Rate	,		\$7,000.00
Week: 10/22/12 10/28/121- 1 \$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p	:30	NM 2	\$2,600.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/29/12         11/04/12        2-         2         \$1,300,00			, , , , , , , , , , , , , , , , , , , ,
Ψ1,000.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A  Start Date End Date Weekdays Spots/Week Rate	:30	NM 2	\$450.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/22/12         10/28/12        2         2         \$225.00			
N 46 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p	-20		
Start Date End Date Weekdays Spots/Week Rate	:30	NM 0	\$0.00
Week: 10/22/12 10/28/12 1 1 \$350.00			
Spot Ch Date Range Description Start/End Time	<u>Weekdays Length</u> Rate	Type	
	M:30 \$350.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14			
47 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p	:30	NM 1	\$350.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 11/05/12         11/11/12         -1         1         \$350,00			
\$650.00			
A	:30	NM 4	\$6,400.00
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/15/12         10/21/12         1         1         \$1,600.00			
Week: 10/22/12 10/28/12 1 1 \$1,600.00			
Week: 10/29/12 11/04/12 1 1 \$1,600.00			
Week: 11/05/12 11/11/12 1 1 \$1,600.00			
N 49 WISN 10/15/12 11/05/12 The View 10-11am	:30	NM 3	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate			Ψ1,500.00
Week: 10/15/12 10/21/12 1 1 \$500.00			
Week: 10/22/12			
D 14/OAL 10/DOLLO 10 /07/10	Weekdays Length Rate	Туре	
2 WISN 10/22/12-10/28/12 The View 10-11am   See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14	M:30 \$500.00	NM	
Week: 10/29/12 11/04/12 1 1 \$500.00			
Week: 11/05/12 11/11/12 1 1 \$500.00			
50 WISN 11/06/12 11/06/12 The View 10-11am	:30	NIM 4	0500.00
Start Date End Date Weekdays Spots/Week Rate	.50	NM 1	\$500.00
Week: 11/05/12 11/11/12 -1 1 \$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P	:30	NM 4	\$900.00

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Contract / Revision Alt Order # 939457 06262067 / 10 Product

Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

						Spots	s/			
*Line Ch Start	·	ate Descripti	on	Start/End Time	Days	Length Weel	k Rate	Type S	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00 \$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00 \$225.00						
52 WISN 10/29	/12 11/05/	12 3-4p		3-4p		:30		NM	•	£4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week	Rate				i		
54 WISN 10/29			1	\$500.00						
Start Date	End Date	12 DR, OZ Weekdays	Spots/Week	4P-5P		:30		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	<u>3003/vveek</u> 1	<u>Rate</u> \$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		1111	**	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00						
		1	1	\$1,000.00						
56 WISN 10/15/ Start Date	/12 11/05/ <sup>-</sup> End Date			5-6A		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1 <b></b> -	Spots/Week 1	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/	/12 11/05/ <sup>-</sup>	2 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		,00		1111	J	\$0,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,200.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00 \$1,200.00						
58 WISN 10/15/			<u> </u>	· · · · · · · · · · · · · · · · · · ·						
Start Date	End Date	Weekdays	Spots/Week	6-7A <u>Rate</u>		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date	Weekdays	Spots/Week	Rate						***************************************
	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22/ Start Date	12 11/05/1 End Date		ent Tonight	630p-7pm		:30		NM	2	\$1,700.00
Week: 10/22/12	10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$850.00				1		
	te Range	<u>Description</u>	•	Start/End Time	Weekday	<u>/s Length</u>	Rate	Type		
1 WISN 10/		12 Entertainm		630p-7pm	M		\$850.00	NM		
			1,34.12,34.13,34				3	· · · · · · · · · · · · · · · · · · ·		
								•		

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Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE

1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

Totals

345

\$321,300.00

Spots/ Ch Start Date End Date Description Start/End Time Days Lenath Week Rate Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1----\$850.00 Week: 11/05/12 11/11/12 1----1 \$850.00 WISN 10/08/12 11/05/12 Good Morning America 7-9a .30 NM 5 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1-----\$1,000.00 Week: 10/15/12 10/21/12 1-----\$1,000.00 Week: 10/22/12 10/28/12 1-----1 \$1,000.00 Week: 10/29/12 11/04/12 1----\$1,000.00 Week: 11/05/12 11/11/12 1----\$1,000.00 WISN 11/06/12 11/06/12 Good Morning America :30 NM 1 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$1,000.00 1 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$450.00 Week: 10/22/12 10/28/12 1 \$450.00 Week: 10/29/12 11/04/12 1 \$450.00 Week: 11/05/12 11/11/12 1 \$450.00 WISN 10/06/12 10/06/12 PostBadger PostBadger .30 NM \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----5-1 \$1,000.00 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NN \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----5-1 \$1,500.00 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---T---\$3,000.00 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--\$350.00 1 68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----5-1 \$250.00 69 WISN 10/07/12 Su 458-6a 10/07/12 458-6AM :30 NM \$200.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 ----s 1 \$200.00 70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--2 \$400.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM \$1,500.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--\$1,500.00 1 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035 :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$250.00 1

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Contract / Revision 939457 / 1	-
Product DSCC-IE	Estimate # 1533
	Original Date / Revision
	939457 / 1 Product

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	239	\$219,450.00	\$186,532.50		
10/29/12 -11/06/12	106	\$101,850.00	\$86,572.50		
Totals	345	\$321,300.00	\$273,105.00		

Signature:	Date:	
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## CONTRACT



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	ision			
	939457	/ 11	(	06262067	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			<u>Ori</u>	ginal Date /	Revision
Democratic Senatorial Ca	ampaign Com	mittee	1	0/29/12	/ 10/29/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accou	nt Executive		Sales Office
	WISN	Will Hi	ldeb	randt	HRP -Washingto
	Special Hand	ing			
	Demographic				
	Adults 35+				
	IDB#	Adver	iser	Code	Product Code
	8091	49			53
	Agency Ref	J		Advertiser	Ref

Spots/

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM 9	\$3,150.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12	\$350.00			
Week: 10/08/12	\$350.00			
Week: 10/15/12	\$350.00			
Week: 10/22/12	\$350.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
8 WISN 10/22/12-10/28/12 General Hospital	2-3pm/1-2p	-TuWThF :30 \$350.00	NM	
See MG 45.3,45.4,45.5			1	
Week: 10/29/12	\$350.00			
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM 11	\$17,600.00
Start Date	<u>Rate</u>			
Week: 10/01/12	\$1,600.00			
Week: 10/08/12	\$1,600.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-тиwтhF :30 <b>\$1,</b> 600.00	NM	
See MG 23.7,23.8,23.9,23.10				
4 WISN 10/08/12-10/14/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM	
See MG 23.7,23.8,23.9,23.10				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,600.00		i	
Week: 10/22/12 10/28/12 -TWTF 3	\$1,600.00	NA 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	T	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
10 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3		T.W.T	NM	
11 WISN 10/22/12-10/28/12 Late News 10PM	10-1030p	-TuWThF :30 \$1,600.00	IVIVI	
See MG 45.3,45.4,45.5	\$1,600.00			
Week: 10/29/12 11/04/12 -TWTF 4				
3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM 10	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/12 -TwTF 2	\$500.00			
Week: 10/08/12	\$500.00		1	

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Contract / Revision Alt Order # 06262067 939457 / 11 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/29/12 / 10/29/12 **Democratic Senatorial Ca** 

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	_	_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/08/12-10/14/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View	10-11am	-TuwThF :30 \$500.00	NM	
See MG 11.15,11.16,11.17	10-11aiii	-10W111F30 <del>\$300.00</del>	IVIVI	
Week: 10/15/12	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
5 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$500.00	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	1.14			
7 WISN 10/15/12-10/21/12 The View	10-11am	-TuWThF :30 \$50 <del>0.00</del>	NM	
See MG 5.9,5.10,5.11				
Week: 10/22/12 10/28/12 -TWTF 3	\$500.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00			
4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM 5	\$4,750.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$950.00 \$950.00			
Week: 10/15/12 10/21/12 -TWTF 1	\$950.00			
Week: 10/22/12 10/28/12 -TWTF 1	\$950.00			
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00			
5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30	NM 9	\$8,150.00
Start Date End Date Weekdays Spots/Week	Rate	.00		Ψ0,100.00
Week: 10/01/12 10/07/12 -TWTF 1	\$750.00		ļ	
Week: 10/08/12	\$750.00			
Week: 10/15/12	\$750.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/15/12-10/21/12 Nightline	11p-1130p	-TuWThF :30 \$750.00	NM	
See MG 5.9,5.10,5.11	14n 4120n	-TuWThF :30 \$750.00	0/44	
4 WISN 10/15/12-10/21/12 Nightline See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34	11p-1130p 1 14	-TuWThF :30 \$750.00	NM	
9 WISN 10/21/12-10/21/12 World News Tonight	*Sun 5-530p	SL :30 \$1,500.00	NM	
(h) MG for 3.7,13.6,13.7,5.3				
10 WISN 10/28/12-10/28/12 World News Tonight	*Sun 5-530p	St :30 \$1,500.00	NM	
→ MG for 3.7,13.6,13.7,5.3				
11 WISN 10/21/12-10/21/12 News Sun 7-9a	7-9am	St :30 \$650.00	NM	
⊕ MG for 3.7,13.6,13.7,5.3	#750 DO			
Week: 10/22/12	\$750.00 \$750.00			
	\$750.00			
6 WISN 10/02/12 11/02/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week	M-F 11A-12P	:30	NM 14	\$3,150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$225.00			
Week: 10/08/12 10/14/12 -TWTF 2	\$225.00			
Week: 10/15/12 10/21/12 -TWTF 3	\$225.00			
Week: 10/22/12 10/28/12 -TWTF 3	\$225.00			
Week: 10/29/12 11/04/12 -TWTF 4	\$225.00			
7 WISN 10/09/12 11/02/12 THE CHEW	12P-1P	:30	NM 8	\$2,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	-	1	. ,
Week: 10/08/12	\$300.00			
Week: 10/15/12	\$300.00		l	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Advertiser Original Date / Revision

Democratic Senatorial Ca 10/29/12 / 10/29/12

		Spots/				
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>					
Week: 10/22/12 10/28/12 -TWTF 2	\$300.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$300.00				4.0	<b>*</b> 4
8 WISN 10/02/12 11/02/12 KATIE COURIC Start Date End Date Weekdays Spots/Week	M-F 2-3P	:30		NM	10	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12	<u>Rate</u> \$400.00					
Week: 10/08/12 10/14/12 -TWTF 2	\$400.00					
Week: 10/15/12 10/21/12 -TWTF 2	\$400.00					
Week: 10/22/12	\$400.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$400.00					
9 WISN 10/02/12 11/02/12 3-4p	3-4p	:30		NM	10	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 2	<u>Rate</u> \$500.00					
Week: 10/08/12 10/14/12 -TWTF 2	\$500.00					
Week: 10/15/12 10/21/12 -TWTF 2	\$500.00					
Week: 10/22/12	\$500.00					
Week: 10/29/12 11/04/12 -TwTF 2	\$500.00					
10 WISN 10/02/12 11/02/12 DR. OZ	4P-5P	:30		NM	10	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12	\$600.00 \$600.00					
Week: 10/15/12 10/14/12 -TWTF 2	\$600.00					
Week: 10/22/12 10/28/12 -TWTF 2	\$600.00					
Week: 10/29/12 11/04/12 -TWTF 2	\$600.00					
11 WISN 10/02/12 11/02/12 News M-F 5p	5-530pm	:30		NM	14	\$15,200.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12	\$1,000.00					
Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description	\$1,000.00 Start/End Time	Weekdays Length	Rate	<u>Type</u>		
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuwThF :30	\$1,000.00	NM		
See MG 11.15,11.16,11.17	o 000pm		V., VVIII			
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30	\$ <del>1,000.00</del>	NM		
See MG 11.15,11.16,11.17			***			
15 WISN 10/11/12-10/11/12 World News Tonight	M-Su 530-6p	Th :30	\$3,000.00	NM		
MG for 13.5,11.3,11.4,3.4,3.3 16 WISN 10/13/12-10/13/12 College Football Game #1	11a-230	sa :30	\$700.00	NM		
® MG for 13.5,11.3,11.4,3.4,3.3			*			
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30	\$500.00	NM		
(h) MG for 13.5,11.3,11.4,3.4,3.3						
Week: 10/15/12 10/21/12 -TWTF 3	\$1,000.00					
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00 Start/End Time	Weekdays Length	Rate	<u>Type</u>		
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 9 WISN 10/22/12-10/28/12 News M-F 5p	5-530pm	<u>Weekdays</u> <u>Length</u> -TuWThF :30	\$1.000.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	•		<b>V</b> 1,000100			
Week: 10/29/12 11/04/12 -TWTF 3	\$1,000.00					
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30		NM	15	\$5,250.00
Start Date End Date Weekdays Spots/Week	Rate					
Week: 10/01/12 10/07/12 -TWTF 2	\$350.00					
Week: 10/08/12	\$350.00					
Week: 10/15/12 10/21/12 -TwTF 3	\$350.00			ı		

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 / 11 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/29/12 / 10/29/12 **Democratic Senatorial Ca** 

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12	\$350.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$350.00				
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM	9	\$10,800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/01/12	\$1,200.00				
Week: 10/08/12 10/14/12 -TWTF 3 Spot Ch Date Range Description	\$1,200.00 Start/End Time	Weekdays Length Rate	Typo		
Spot Ch Date Range Description 5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	Weekdays Length Rate -TuWThF :30 \$1,200.00	<u>Type</u> NM		
See MG 11.15,11.16,11.17	0-030pm	-)uwiiir50 <del>\$1,200.00</del>	IVIVI		
Week: 10/15/12 10/21/12 -TWTF 3	\$1,200.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
6 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuwThF :30 \$1.200.00	NM		
See MG 5.9,5.10,5.11	•				
7 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 \$1,200.00	NM		
See MG 5.9,5.10,5.11					
8 WISN 10/15/12-10/21/12 News M-F 6p	6-630pm	-TuWThF :30 <del>\$1,200.00</del>	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
Week: 10/22/12 10/28/12 -TWTF 3	\$1,200.00		_		
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
11 WISN 10/22/12-10/28/12 News M-F 6p	6-630pm	-TuwThF :30 \$1,200.00	NM		
See MG 45.3,45.4,45.5 Week: 10/29/12 11/04/12 -TwTF 3	\$1,200.00				
				4.5	***
14 WISN 10/02/12 11/02/12 News M-F 6a Start Date End Date Weekdays Spots/Week	6-7A Rate	:30	NM	15	\$15,000.00
Week: 10/01/12 10/07/12 -TWTF 2	\$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 3	\$1,000.00				
Week; 10/15/12 10/21/12 -TWTF 3	\$1,000.00				
Week: 10/22/12 10/28/12 -TWTF 3	\$1,000.00		ı		
Week: 10/29/12 11/04/12 -TwTF 4	\$1,000.00				
15 WISN 10/02/12 11/02/12 Entertainment Tonight	630p-7pm	:30	NM	8	\$6,800.00
Start Date End Date Weekdays Spots/Week	Rate	,		_	40,000.00
Week: 10/01/12	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>		
1 WISN 10/01/12-10/07/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 23.6	*		1		
Week: 10/08/12 10/14/12 -TWTF 2	\$850.00	18 feeds described and Date			
Spot Ch Date Range Description  1 MISN 10/09/10 10/14/10 Entertainment Torists	Start/End Time	Weekdays Length Rate -TuwThF :30 \$850.00	<u>Type</u>		
4 WISN 10/08/12-10/14/12 Entertainment Tonight See MG 31.6	630p-7pm	-TuWThF :30 \$850.00	NM		
Week: 10/15/12 10/21/12 -TWTF 3	\$850.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	Туре		
6 WISN 10/15/12-10/21/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	. ,				
Week: 10/22/12 10/28/12 -TWTF 2	\$850.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
8 WISN 10/22/12-10/28/12 Entertainment Tonight	630p-7pm	-TuWThF :30 \$850.00	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3					
Week: 10/29/12 11/04/12 -TwTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00

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Contract Agreement Between:



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 / 11

Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 **Democratic Senatorial Ca** 

Spots/

*Line Ch Start Da	ate End Da	ate Description		Start/End Time	Days	Spots Length Wee		Type S <sub>1</sub>	oots	Amount
	End Date	Weekdays	Spots/Week	Rate						
	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00				i i		
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/12	2 11/02/1	2 LIVE WITH F	KELLY!	9-10am		:30		NM	14	\$6,300.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	10/07/12	-TWTF	2	\$450.00						
	10/14/12	-TWTF	2	\$450.00				1		
	10/21/12	-TWTF	3	\$450.00						
	10/28/12	-TWTF	3	\$450.00				ļ		
	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26/12				Fri 9-10p		:30		NM	0	\$0.00
	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
	10/28/12		1	\$3,000.00	Maskala	a Lanath	Bata	Tuno		
	Range	Description /12 2020		Start/End Time	Weekday		<u>Rate</u> \$3,000.00	<u>Type</u> NM		
1 WISN 10/2 See MG 45.3		12 2020		Fri 9-10p		,30	<del>\$3,000.00</del>	IVIVI		
19 WISN 10/08/12		2 Dancing		Prime Other		:30		NM	4	\$20,000.00
	End Date	Weekdays	Spots/Week	Rate		.50		1410)	-	\$20,000.00
	10/14/12	1	<u> </u>	\$5,000.00						
	10/21/12	1	1	\$5,000.00				i i		
	10/28/12	1	1	\$5,000.00						
	Range	Description		Start/End Time	Weekda	/s Length	Rate	Туре		
3 WISN 10/2				Prime Other	M	:30	\$5,000.00	NM		
See MG 19.6										
6 WISN 10/2		/12 Dancing		Mon 7-8p	M	:30	\$ <del>5,000.00</del>	NM		
See MG 34.6	6,34.7,34.8	,34.9,34.10,34.11	,34.12,34.13,34	4.14				Į.		
Week: 10/29/12	11/04/12	1	1	\$5,000.00				•		
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22/12	2 10/29/1	l2 Castle		Mon 9-10p		:30		NM	0	\$0.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	10/28/12	1	1	\$4,000.00				_ [		
	e Range	<u>Description</u>		Start/End Time	<u>Weekda</u>		Rate	<u>Type</u>		
1 WISN 10/2	2/12-10/28	/12 Castle		Mon 9-10p	M	:30	<del>\$4,000.00</del>	NM		
Credited		_								
	11/04/12	1	1	\$4,000.00	144 1. 3 .		D-4-	<b></b>		
	Range	Description		Start/End Time	<u>Weekda</u>		Rate	<u>Type</u>		
2 WISN 10/2				Mon 9-10p	M	:30	\$ <del>4,000.00</del>	NM		
		,34.9,34.10,34.11						104	_	*******
21 WISN 10/06/13				10-1035p		:30		NM	5	\$3,000.00
	End Date 10/07/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$600.00						
	10/14/12	1-	1	\$600.00						
	10/14/12	1-	1	\$600.00						
	10/28/12	1-	1	\$600.00						
	11/04/12	1-	1	\$600.00				1		
22 WISN 10/13/1			tball Game #2	230p-6p		:30		NM	1	\$6,500.00
	End Date	Weekdays	Spots/Week	230p-op <u>Rate</u>		.30		LAIAI	'	φυ, συυ. υυ
Otalt Date	wild Date	* * CCROAYS	SPORTIVER	- CALO				ı.		

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Contract Agreement Between:



Contract / Revision Alt Order# 939457 06262067 / 11

Estimate# Contract Dates Product DSCC-IE 10/02/12 - 11/06/12 1533

Original Date / Revision <u>Advertiser</u> 10/29/12 / 10/29/12 **Democratic Senatorial Ca** 

		Spots	s/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Weel	k Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/08/12 10/14/121- 1	\$6,500.00		<b>-</b> .		
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	Sa <b></b> :30	\$ <del>6,500.00</del>	NM	
See MG 22.2	2205 65	Sa :30	\$6,500.00	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER  → MG for 22.1 10/13	230p-6p	.50	\$0,500.00	14141	
	C C20	:30		NM 7	\$7,750.00
	6-630pm Rate	.30		LASAI 1	Φ1,130.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	Sa :30	\$500 <del>.</del> 00	NM	
See MG 23.6	•				
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30	\$1,350.00	NM	
MG for 15.1,23.1					
Week: 10/08/12 10/14/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$ <del>500.00</del>	NM	
See MG 23.7,23.8,23.9,23.10	1000-11-	umbe .oo	64 500 00	NINA	
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2     WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30	\$1,500.00	NM	
(h) MG for 25.2,2.4,27.1,27.2,2.3,23.2	1030p-11p	williw	φ1,000.00	14141	
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	wThF :30	\$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2	,,,,,,		*********		
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30	\$900.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2					
Week: 10/15/12 10/21/121- 1	\$500.00				
Week: 10/22/12 10/28/121- 1	\$500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30	<del>\$500.00</del>	NM	
See MG 45.3,45.4,45.5					
Week: 10/29/12 11/04/121- 1	\$500.00				
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30		NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/121- 1	\$200.00				
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$200.00				
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$200.00 \$200.00				
				<del></del>	******
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30		NM 2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00				
Week: 10/08/12 10/14/121- 1	\$700.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	<u>Type</u>	
2 WISN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30	\$700.00	NM	
See MG 23.7,23.8,23.9,23.10	- · · · •		•		
Week: 10/15/12 10/21/121- 1	\$700.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	<u>Rate</u>	<u>Type</u>	
3 WISN 10/15/12-10/21/12 News Sa 6p-630p	6-630pm	Sa :30	<del>\$700.00</del>	NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	34,14				

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Contract / Revision Alt Order # 939457 / 11 06262067

Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	Rate \$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
4 WISN 10/22/12-10/28/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	<u>- 1150</u> NM	
See MG 45.3,45.4,45.5	•			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			
Week: 10/01/12	\$600.00 \$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
27 WISN 10/20/12 11/03/12 SA 630-7p	630p-7p	:30	NM 0	\$0.00
Start Date End Date Weekdays Spots/Week	Rate			ψ0.00
Week: 10/15/12 10/21/121 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/15/12-10/21/12 SA 630-7p See MG 23.7,23.8,23.9,23.10	630p-7p	\$a :30 \$500.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/29/12-11/04/12 SA 630-7p	630p-7p	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10				
N 28 WISN 10/13/12 10/27/12 Sat 630-7p	630-7p	:30	NM 2	\$1,000.00
	•	.50	INIVI Z	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIVE Z	ψ1, <del>0</del> 00.00
Week: 10/08/12 End Date Weekdays Spots/Week	<u>Rate</u> \$1,000.00			\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description	<u>Rate</u> \$1,000.00 <u>Start/End Time</u>	Weekdays Length Rate	<u>Type</u>	\$1,000.00
Week: 10/08/12 End Date Weekdays Spots/Week	<u>Rate</u> \$1,000.00			\$1,000.00
Start Date   End Date   Weekdays   Spots/Week	<u>Rate</u> \$1,000.00 <u>Start/End Time</u>	Weekdays Length Rate	<u>Type</u>	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 WISN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ℍ G for 28.1 10/13         Weekdays         Spots/Week	Rate \$1,000.00 <u>Start/End Time</u> 630-7p 1130-1230a	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuwThF         :30         \$500.00	<u>Type</u> <i>NM</i> NM	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 WISN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel	Rate \$1,000.00 <u>Start/End Time</u> 630-7p	Weekdays         Length         Rate          Sa         :30         \$1,000.00	<u>Түре</u> NM	<b>\$1,000.00</b>
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 WISN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuwThF         :30         \$500.00	<u>Type</u> <i>NM</i> NM	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 W/SN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 W/SN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 W/SN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Week: 10/15/12         10/21/12          0	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuwThF         :30         \$500.00	<u>Type</u> <i>NM</i> NM	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 WISN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel         Week: 10/15/12           Week: 10/15/12         10/21/12          0	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuwThF         :30         \$500.00           -TuwThF         :30         \$500.00	Type NM NM	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ Week: 10/15/12         10/21/12           Week: 10/22/12         10/28/12	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuwThF         :30         \$500.00           -TuwThF         :30         \$500.00	<u>Type</u> <i>NM</i> NM	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 W/SN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ Mek: 10/15/12 10/21/12         0           Week: 10/22/12 10/28/121-         1           Spot Ch         Date Range         Description	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuwThF         :30         \$500.00           -TuwThF         :30         \$500.00           Weekdays         Length         Rate	Type NM NM NM	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel         ⊕ MG for 28.1 10/13           Week: 10/15/12         10/21/12        1-         0           Week: 10/15/12         10/28/12        1-         1           Spot Ch         Date Range         Description           2 WISN 10/22/12-10/28/12         Sat 630-7p           See MG 45.3,45.4,45.5         ABC Prime College Footba	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuwThF         :30         \$500.00           -TuwThF         :30         \$500.00           Weekdays         Length         Rate	Type NM NM NM	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ④ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel         ●           ④ MG for 28.1 10/13         Week: 10/15/12         10/21/12          0           Week: 10/15/12         10/21/12        1         1         1           Spot Ch         Date Range         Description         2         WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5           29 WISN 10/06/12         10/20/12         ABC Prime College Footbasts         Start Date         End Date         Weekdays         Spots/Week	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuWThF         :30         \$500.00           -TuWThF         :30         \$500.00           Weekdays         Length         Rate          Sa         :30         \$1,000.00	Type NM NM NM Type NM	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Jimmy Kimmel	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuWThF         :30         \$500.00           -TuWThF         :30         \$500.00           Weekdays         Length         Rate          Sa         :30         \$1,000.00	Type NM NM NM Type NM	
Start Date         End Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ④ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel         ●           ④ MG for 28.1 10/13         Week: 10/15/12         10/21/12          0           Week: 10/15/12         10/21/12        1         1         1           Spot Ch         Date Range         Description         2         WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5           29 WISN 10/06/12         10/20/12         ABC Prime College Footbasts         Start Date         End Date         Weekdays         Spots/Week	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuWThF         :30         \$500.00           -TuWThF         :30         \$500.00           Weekdays         Length         Rate          Sa         :30         \$1,000.00	Type NM NM NM Type NM	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Week: 10/15/12         10/21/12        1-         0           Week: 10/15/12         10/22/12        1-         1         1           Spot Ch         Date Range         Description         2         2 WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5         See MG 45.3,45.4,45.5         Spots/Week           Week: 10/01/12         10/07/12         ABC Prime College Footbase         Spots/Week         Week: 10/01/12         10/07/12        1-         1           Week: 10/08/12         10/14/12        1-         1         0         Week: 10/08/12         10/14/12        1-         1           Week: 10/15/12         10/14/12        1-         0        1-         1	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuWThF         :30         \$500.00           -TuWThF         :30         \$500.00           Weekdays         Length         Rate          Sa         :30         \$1,000.00	Type NM NM NM  Type NM  NM 3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 W/SN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3,28.4           3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Week: 10/15/12         10/21/12          0           Week: 10/15/12         10/21/12        1         1         1           Spot Ch         Date Range         Description         2         WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5         See MG 45.3,45.4,45.5           29 WISN 10/06/12         10/20/12         ABC Prime College Footba         Start Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        1-         1         Weekdays         Spots/Week           Week: 10/15/12         10/14/12        1-         0         Weekdays         Spots/Week           3 WISN 10/13/12         11/03/12         News Sat 7-9a         News Sat 7-9a         News Sat 7-9a	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuWThF         :30         \$500.00           -TuWThF         :30         \$500.00           Weekdays         Length         Rate          Sa         :30         \$1,000.00	Type NM NM NM Type NM	
Start Date         End Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3, 28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel         0           ⊕ MG for 28.1 10/13         Week: 10/15/12         10/21/12        1-         0           Week: 10/15/12         10/22/12        1-         1         1           Spot Ch         Date Range         Description         2         2         WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5         See MG 45.3,45.4,45.5         Spots/Week           Week:         10/01/12         10/20/12         ABC Prime College Footbathan Start Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12        1-         1           Week:         10/01/12         10/21/12        1-         0           Week:         10/08/12         10/14/12        1-         0           Week:         10/15/12         10/21/12	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00 7-9am	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuWThF         :30         \$500.00           -TuWThF         :30         \$500.00           Weekdays         Length         Rate          Sa         :30         \$1,000.00	Type NM NM NM  Type NM  NM 3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description           1 W/SN 10/08/12-10/14/12         Sat 630-7p           See MG 28.3,28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         Week: 10/15/12         10/21/12         0           Week: 10/15/12         10/21/12        1-         1           Spot Ch         Date Range         Description         2 W/SN 10/22/12-10/28/12         Sat 630-7p           See MG 45.3,45.4,45.5         See MG 45.3,45.4,45.5         Spots/Week           Week: 10/01/12         10/07/12        1-         1           Week: 10/08/12         10/14/12        1-         1           Week: 10/08/12         10/14/12        2-         2           30 WISN 10/13/12         11/03/12         News Sat 7-9a         Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1           Week: 10/08/12         10/14/12        1-	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00 7-9am Rate \$450.00 \$450.00	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuWThF         :30         \$500.00           -TuWThF         :30         \$500.00           Weekdays         Length         Rate          Sa         :30         \$1,000.00	Type NM NM NM  Type NM  NM 3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12        1-         1           Spot Ch         Date Range         Description         1           1 WISN 10/08/12-10/14/12         Sat 630-7p         See MG 28.3, 28.4         3 WISN 10/16/12-10/19/12         Jimmy Kimmel           ⊕ MG for 28.1 10/13         4 WISN 10/16/12-10/19/12         Jimmy Kimmel         0           ⊕ MG for 28.1 10/13         Week: 10/15/12         10/21/12        1-         0           Week: 10/15/12         10/22/12        1-         1         1           Spot Ch         Date Range         Description         2         2         WISN 10/22/12-10/28/12         Sat 630-7p         See MG 45.3,45.4,45.5         See MG 45.3,45.4,45.5         Spots/Week           Week:         10/01/12         10/20/12         ABC Prime College Footbathan Start Date         Weekdays         Spots/Week           Week:         10/08/12         10/14/12        1-         1           Week:         10/01/12         10/21/12        1-         0           Week:         10/08/12         10/14/12        1-         0           Week:         10/15/12         10/21/12	Rate \$1,000.00 Start/End Time 630-7p 1130-1230a 1130-1230a \$0.00 \$1,000.00 Start/End Time 630-7p 1 7-1030p Rate \$1,000.00 \$0.00 \$1,000.00 7-9am Rate \$450.00	Weekdays         Length         Rate          Sa         :30         \$1,000.00           -TuWThF         :30         \$500.00           -TuWThF         :30         \$500.00           Weekdays         Length         Rate          Sa         :30         \$1,000.00	Type NM NM NM  Type NM  NM 3	\$3,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 11 06262067

Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

Spotal

			Spot	s/			
*Line Ch Start Date End Date Description	Start/End Time	Days Lengt	th Wee	k Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate						
31 WISN 10/07/12 11/04/12 Late News 10pm	10p-1030p		30		NM	5	\$8,850.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>						
Week: 10/01/12	\$1,600.00						
Week: 10/08/12 10/14/121 1	\$1,600.00						
Spot Ch Date Range Description	Start/End Time		<u>ength</u>	Rate	<u>Type</u>		
2 WISN 10/08/12-10/14/12 Late News 10pm	10p-1030p	Sı	:30	\$1,600.00	NM		
See MG 31.6	M. O 500 O.			<b>80 450 00</b>			
6 WISN 10/15/12-10/15/12 World News Tonight	M-Su 530-6p	M	:30	\$2,450.00	NM		
₩ MG for 31.2,15.4 Week: 10/15/12 10/21/121 1	\$1,600.00						
Week: 10/13/12 10/21/121 1	\$1,600.00						
Week: 10/29/12 11/04/121 1	\$1,600.00						
· · · · · · · · · · · · · · · · · · ·							
32 WISN 10/14/12 11/04/12 Late News SU 1030PM	1030p-11p	:	:30		NM	4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1	<u>Rate</u> \$950.00						
Week: 10/15/12 10/21/121 1	\$950.00						
Week: 10/13/12 10/28/121 1	\$950.00						
Week: 10/29/12 11/04/121 1	\$950.00						
			.00		1114		****
33 WISN 10/14/12 11/04/12 Su 458-6a Start Date End Date Weekdays Spots/Week	458-6AM Rate	;	:30		NM	4	\$800.00
Week; 10/08/12 10/14/121 1	\$200.00						
Week: 10/15/12 10/21/121 1	\$200.00						
Week: 10/22/12 10/28/121 1	\$200.00						
Week: 10/29/12 11/04/121 1	\$200.00						
34 WISN 10/07/12 11/04/12 News Sun 530pm	530-6p	-	:30		NM	13	\$23,650.00
Start Date End Date Weekdays Spots/Week	Rate	•	.50		INIV	13	\$23,000.00
Week: 10/01/12 10/07/121 1	\$500.00						
Week: 10/08/12 10/14/121 1	\$500.00						
Week: 10/15/12 10/21/121 1	\$500.00						
Spot Ch Date Range Description	Start/End Time	Weekdays L	Length	Rate	Туре		
3 WISN 10/15/12-10/21/12 News Sun 530pm	530-6p	SL	:30	\$50 <del>0.00</del>	NM		
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3	34.14						
6 WISN 10/29/12-11/02/12 3-4p	3-4p	MTuWThF	:30	\$1,350.00	NM		
® MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15							
7 WISN 10/25/12-10/25/12 LastResort	Thu 7-8p	Th	:30	\$3,400.00	NM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15							
8 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			-00	04.075.00			
9 WISN 10/29/12-11/02/12 DR. OZ	4P-5P	MTuWThF	:30	\$1,275.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWA		,34.3 Th	:30	\$12,000.00	NM		
(b) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			.30	\$12,000.00	ININI		
11 WISN 10/29/12-11/02/12 Jimmy Kimmel		,34.3 P-MTuWThF	:30	\$250.00	NM		
(h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15			.50	Q230.00	IAIAI		
12 WISN 10/29/12-11/02/12 Jimmy Kimmel		P-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15				, =	,		
13 WISN 10/29/12-11/02/12 Jimmy Kimmel		P-MTuWThF	:30	\$250.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15							
14 WISN 10/28/12-10/28/12 Late News Rotation	M-F/Su 10p-11p	/S:St	:30	\$1,600.00	NM		
MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15	5.6,46.1,3.5,5.4,20.2	,34.3					

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Contract / Revision Alt Order# 939457 / 11 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 Democratic Senatorial Ca / 10/29/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	te Type S	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$500.00			7 111110	
Week: 10/29/12 11/04/121 1	\$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM	_	<b>***</b>
Start Date	Rate	.50	INIVI	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00				•
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00 \$400.00				
36 WISN 10/21/12 10/21/12 Once					
Start Date End Date Weekdays Spots/Week	Sun 7-8p Rate	:30	NM	1	\$2,500.00
Week: 10/15/12 10/21/121 1	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			3	Ψ2,000.00
Week: 10/01/12	\$400.00				
Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1	\$400.00		İ		
Week: 10/22/12 10/28/121 1	\$400,00 \$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George Ste		.20		_	
Start Date End Date Weekdays Spots/Week	Rate	:30	MM	2	\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults Start Date End Date Weekdays Spots/Week	Tue 7-8p	:30	NM	3	\$12,500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	<u>te Type</u>		
1 WISN 10/08/12-10/14/12 DanceResults	Tue 7-8p	-Tu :30 \$5,000.			
See MG 39.3,39.4	•	. , , , , , , , , , , , , , , , , , , ,	.,,,,		
3 WISN 10/08/12-10/14/12 DWTS Results  → MG for 40.2,39.1	Tue 8-9p	-Tu :30 \$5,000.	MN 00		
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tuo 7 0n	T-1			
(h) MG for 40.2,39.1	Tue 7-8p	-Tu :30 \$2,500.	00 NM		
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate			•	Ψ2,500.00
Week: 10/01/12	\$2,500.00				
Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd	Start/End Time	Weekdays Length Ra			
See MG 40.3	Tue 8-9p	-Tu :30 <del>\$2,5</del> 00.	9 <del>0</del> NM		
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu <b></b> :30 \$2,500.	90 NM		
⊕ See MG 40.4		.50 <del>42,000.</del>	IVIVI		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.	ми ос		
(b) MG for 40.3 10/02					
Week: 10/08/12 10/14/12 -1 1	\$2,500.00		j		

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 Contract / Revision
 Alt Order #

 939457 / 11
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4	<u>Rate</u> <u>Start/End Time</u> Tue 8-9p	Weekdays <u>Length</u> <u>Rate</u> -Tu :30	Type NM	
41 WISN 10/02/12 10/30/12 PrivatePractice  Start Date	Tue 9-10p <u>Rate</u> \$2,200.00	:30	NM 2	\$4,400.00
Spot Ch Date Range Description  1 WISN 10/01/12-10/07/12 PrivatePractice See MG 41.4	Start/End Time Tue 9-10p	Weekdays         Length         Rate           -Tu         :30         \$2,200.00	<u>Type</u> NM	
4 WISN 10/01/12-10/07/12 Scandal → MG for 41.1 10/02 Week: 10/08/12 10/14/12 0	Thu 9-10p \$0.00	Th :30 \$2,200.00	NM	
Week: 10/15/12 10/21/12 -1 1 <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 2 WISN 10/15/12-10/21/12 PrivatePractice	\$2,200.00 Start/End Time Tue 9-10p	Weekdays Length Rate -Tu :30 \$2,200,00	<u>Type</u> NM	
Credited  Week: 10/22/12	\$0.00 \$2,200.00	.50 \$2,200.00	1444	
42 WISN 10/16/12 10/30/12 HappyEnd  Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1	Tue 8-9p Rate \$3,000.00	:30	NM 1	\$3,000.00
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd Credited	Start/End Time Tue 8-9p	Weekdays         Length         Rate           -Tu         :30         \$3,000.00	<u>Type</u> NM	
Week: 10/22/12 10/28/12 -1 1 <u>Spot Ch Date Range Description</u> 2 WISN 10/22/12-10/28/12 HappyEnd	\$3,000.00 Start/End Time Tue 8-9p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000.00	<u>Type</u> NM	
See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/29/12 11/04/12 -1 1	.14 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/121- 1	230p-6p <u>Rate</u> \$7,000.00	:30	<b>N</b> M 1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM 2	\$2,600.00
N 45 WISN 10/28/12 10/28/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM 3	\$8,800.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	Start/End Time 9-930A	Weekdays Length Rate	<u>Type</u> <i>NM</i>	
2 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5	9-930A	Si :30 \$225.00	NM	
3 WISN 10/30/12-10/30/12 World News Tonight  MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	M-Su 530-6p	-Tu :30 \$4,000.00	NM	
4 WISN 10/31/12-10/31/12 World News Tonight  ⊕ MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1  5 WISN 11/03/12-11/03/12 College Football Game #1	M-Su 530-6p	W :30 \$4,000.00	NM	
(h) MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1	11a-230	Sa :30 \$800.00	NM 	

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 Contract / Revision
 Alt Order #

 939457 / 11
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/29/12 / 10/29/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Davs Length Week Rate Type Spots Amount WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p NM \$0.00 Weekdays Start Date **End Date** Spots/Week Rate Week: 10/22/12 10/28/12 \$350.00 Spot Ch Date Range **Description** Start/End Time Weekdays Length Rate <u>Type</u> 1 WISN 10/22/12-10/28/12 General Hospital 2-3pm/1-2p :30 \$350.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 47 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 \$350.00 -1----1 WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM \$6,400.00 <u>Weekdays</u> Start Date End Date Spots/Week Rate Week: 10/15/12 10/21/12 1-----\$1,600.00 1 Week: 10/22/12 10/28/12 1----1 \$1,600.00 Week: 10/29/12 11/04/12 1----1 \$1,600.00 Week: 11/05/12 11/11/12 1-----1 \$1,600.00 WISN 10/15/12 11/05/12 The View 10-11am :30 NM 3 \$1,500.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/15/12 10/21/12 1----\$500.00 1 Week: 10/22/12 10/28/12 \$500.00 Spot Ch Date Range Description Start/End Time Length **Weekdays** Rate <u>Type</u> 2 WISN 10/22/12-10/28/12 The View 10-11am :30 \$500-00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 11/04/12 1----\$500.00 1 Week: 11/05/12 11/11/12 1----1 \$500.00 50 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date End Date Spots/Week <u>Weekdays</u> <u>Rate</u> Week: 11/05/12 11/11/12 -1----\$500.00 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1----\$225.00 Week: 10/22/12 10/28/12 1----\$225.00 Week: 10/29/12 11/04/12 1----1 \$225.00 Week: 11/05/12 11/11/12 1----1 \$225.00 52 WISN 10/29/12 11/05/12 3-4p :30 NM 2 \$1,000,00 End Date Start Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$500.00 1 Week: 11/05/12 11/11/12 1 \$500.00 WISN 11/06/12 11/06/12 3-4p 3-4p :30 NM \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 -1----1 \$500.00 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200,00 Weekdays **End Date** Start Date Spots/Week Rate Week: 10/29/12 11/04/12 1-----\$600.00 1 Week: 11/05/12 11/11/12 1----1 \$600.00 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$1,000.00 Week: 10/22/12 10/28/12 1-----\$1,000.00 1 Week: 10/29/12 11/04/12 \$1,000.00

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 / 11 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/29/12 / 10/29/12

						Spots	/			
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week		TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15		12 News M-F		5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate				- 1		
Week: 10/22/12	10/21/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00 \$350.00						
57 WISN 10/08		12 News M-F		6-630pm		-22			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15	/12 11/05/ <sup>-</sup>	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
				\$1,000.00						
59 WISN 11/06 Start Date	/12	12 News M-F Weekdays	Spots/Week	6-7A		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	<u>30015/VVEER</u>	<u>Rate</u> \$1,000.00						
60 WISN 10/22		12 Entertainm	ent Tonight	630p-7pm		:30		NM	2	\$1,700.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/22/12 Spot Ch Da	10/28/12 ite Range	1	1	\$850.00						
1 WISN 10		Descriptio	<u>n</u> nent Tonight	Start/End Time	Weekda		Rate	<u>Type</u>		
			nent rongn 11,34.12,34.13,3	630p-7pm	M	:30	\$850.00	NМ		
Week: 10/29/12	11/04/12	1	1 1,04. 12,04. 13,0 1	\$850.00						
Week: 11/05/12	11/11/12	1	i	\$850.00				j		
61 WISN 10/08/	12 11/05/1	2 Good Morr	ning America	7-9a		:30		NM	_	<b>PE 000 00</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		MIM	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00				1		
Week: 11/05/12	11/11/12	1	1 .	\$1,000.00						
62 WISN 11/06/			ning America	7-9a		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays	Spots/Week 1	Rate						
				\$1,000.00						
63 WISN 10/15/ Start Date	/12 11/05/1 End Date	2 LIVE WITH		9-10am		:30		NM	4	\$1,800.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
64 WISN 10/06/	12 10/06/1	2 PostBadge	ır	PostBadger		:30		NM	1	\$1,000.00

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	939457 / 11	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser  Democratic Senatoria		Original Date / Revision 10/29/12 / 10/29/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Туре S	Snots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12S-1	<u>Rate</u> \$1,000.00		,,,,,,,	poto	Allount
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	Thu 7-8p <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date	INSIDE HUD 1035 <sub>l</sub> <u>Rate</u> \$250.00	:30	NM	1	\$250.00
		Totals		339	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	230	\$210,650.00	\$179,052.50
10/29/12 -11/06/12	109	\$110,650.00	\$94,052.50
Totals	339	\$321,300,00	\$273,105,00

Signature:	Date:	
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